

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIV. NEW YORK, AUGUST 5, 1903.

No. 6.

J S BRIGGS

## *The Star League*

Will easily cover the best part of Indiana.  
The State cannot be covered without  
using the Star League.

### **The Muncie Star**

Guaranteed average circulation for year  
ending September 30, 1904,

**24,000**

### **The Indianapolis Star**

Guaranteed average circulation for year  
ending September 30, 1904,

**50,000**

### **The Terre Haute Star**

Guaranteed average circulation for year  
ending September 30, 1904,

**15,000**

A total circulation of 90,000 copies daily. A minimum  
advertising rate of one-ninth of one cent per line per  
thousand of bona fide circulation.

Never an organ—Always a newspaper, each with a  
news service unequalled west of New York. Each paper  
sells 7 cents for 7 days.

General Offices:  
INDIANAPOLIS, IND.  
127 East Ohio.

**LOGAN & COLE,**  
REPRESENTATIVES FOREIGN ADVERTISING  
TRIBUNE BLDGS., NEW YORK—CHICAGO.

Rowell's American Newspaper Directory tells the circulation of American newspapers and tells it truly. It gives the present circulation as well as for a series of years past, thus enabling the advertiser to determine the probable future.

*Rowell's American  
Newspaper Direct-  
ory is accepted as  
standard authority  
on newspaper circu-  
lation in this office.*

—PABST BREW-  
ING CO., Milwau-  
kee, Wis.

The price of the American Newspaper Directory is \$10 net cash, all transportation charges prepaid.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, AUGUST 5, 1903.

No. 6.

## THE SUCCESSFUL ADVERTISING SOLICITOR.

Advertisers, agencies and schools of advertising are saying much about the demand for adwriters. Newspapers publish articles about fabulous salaries paid the man who can coin a new catch phrase. Nobody seems to give attention to the much greater demand for advertising solicitors, however. No school offers to teach the art of soliciting for thirty dollars, and not every advertising man is aware of the opportunities offered bright young men in this field. Yet the demand is much more real than that for adwriters. In the course of an hour one day last week a PRINTERS' INK reporter was twice asked if he knew where a solicitor could be found to attend the local field of an out-of-town daily, and during a visit to M. Lee Starke, the special representative, the question of solicitors again came up.

"There seems to be a scarcity of solicitors," said the reporter. "If I were to bring into this office as many competent solicitors as you could use, how many would you undertake to place in good positions?"

"If you brought in a hundred I could place each one a dozen times over," was the reply. "In this morning's mail are requests for such men from Minneapolis, Indianapolis and Washington. I receive a half-dozen requests weekly from out-of-town papers, and the scarcity here in New York is so great that a competent man would find a situation in any agency, special or general."

"What makes this demand?"

"The growth in the volume of advertising for one thing, and for another, the change in character of solicitors that has come about in the past two or three years. The old-fashioned solicitor who wore checks and plaids, slapped his cus-

tomor on the back, told obscene stories and bought good cigars and lunches, has suddenly gone out of advertising. The good lunch and the racy story do not get advertising contracts nowadays. Two years ago the loud type of solicitor began to fall down conspicuously. Business men tired of him and publishers began to replace him with men more in keeping with modern business methods. When advertising was in its infancy the contracts went to the man who could give theater and railroad passes. I am speaking now of the men who got business for dailies in their local fields. Some of these men had incomes ranging between \$10,000 and \$25,000 yearly, and entertained advertisers on board their own yachts. Advertising was not generally understood as an art, and few bought it on a business basis. Merit of mediums entered into the equation to almost no extent, and good fellowship of a rough and ready sort seemed to be the chief factor in securing contracts. But growth in knowledge about advertising has changed all that, and now a new kind of advertising solicitor is in demand."

"What are the characteristics of this new type?"

"Well, he must be, first of all, a gentleman. Dress is an important point. He must be neither overdressed nor underdressed. Business men have no confidence in fops, and, of course, put as little in the cheaply dressed man. He should have the social gift in the degree that will enable him to interest all sorts of men without boring them. He must have tact, never letting a man get away and yet never forcing an interview. He represents his paper rather than solicits. Selling space is not a difficult matter at all, but making it pay is difficult. The successful advertising solicitor must make space pay. It is comparatively easy to get a first

contract—so easy that I often say the first contract is a danger. To get a renewal takes a mighty good man—a man who can make his paper profitable to the advertiser. The successful solicitor must know his medium and its possibilities. He must know the man that he calls upon, and his business. These must be studied before the first interview, so that he may be able to talk to the point, showing how his medium will help that particular man and business. This not only inspires confidence in the prospective advertiser, but gives the solicitor confidence in himself. We would rather present a proposition to a friend than to a stranger, and the solicitor feels more at home when he has become acquainted with a business man's affairs at long range. Selling space is the most insignificant part of the work. The solicitor must furnish ideas, help place advertising in other mediums if need be, show how to take care of results—make the advertising pay—do the thinking. Half the battle is to gain a man's confidence and respect. This can only be done by unvarying adherence to the truth at all times despite temptation. There are many temptations when a big contract is in sight to build up one's own side by exaggerating more or less about circulations and rates. These are difficult to resist in the heat of the moment, but they must be resisted even in the face of defeat. Untruth destroys confidence, and it can never be regained. Only the truth will prevail. When confidence has been gained it must never be traded in. The solicitor must have enthusiasm, but it must be held wisely in check—he should be full of his subject and able to present it in interesting ways, yet he must know when to break off an interview. Talkative men, contrary to the general notion, do not make good solicitors. None of us like a babbler. The art of listening and drawing a business man out is invaluable. A tactful man will lead others to talk, and, by showing interest and respect, give them confidence in their own ideas. A man who is not tactful will attempt to gain this advantage by flattery, which is worse than useless in the

majority of cases. Good temper must be preserved under discouragement. A solicitor has no right to be at work when he is out of sorts. The man who has the social gift, coupled with ability to select interesting facts about his proposition and present them in an interesting, forceful way, is the solicitor in demand at present. Ten years ago no solicitor would have dreamed of presenting his proposition without first going out for a drink with his prospective advertiser, but that custom went out very suddenly when it was found that nothing can be had for nothing in modern business. Many business houses and advertising agencies object to their men lunching with solicitors. The young man who is wanted is one with enough business knowledge to show how an experienced business man's trade can be helped through advertising. The dissolute man-about-town solicitor was a paradox in this capacity. He brought no confidence with him. The solicitor of the new school must have sense, depth, magnetism."

"What is the average salary of such an advertising solicitor?"

"From \$40 to \$50 a week is the minimum average, and from these figures the salaries range to \$100 and \$200 a week. I know of several solicitors in local fields who are drawing \$10,000 year. The old-school solicitor worked on salary and had a commission besides, but the commission is largely being done away with, even in the special agencies. Ten per cent commission is paid to solicitors who bring in small contracts and have no connection with the staff of the paper. But the demand for able men is so keen that salary is hardly a consideration. Soliciting is not so hard as is generally thought. It is fascinating to a man who becomes interested in his work, for the solicitor is a producer and creator of new advertisers. Each man that he goes to talk with is an individual study, and he has no routine. He is in a position to form friendships among the foremost business men in his community, and to learn business methods of the most advanced kind. As for adwriting and



the science of advertising, nobody goes to so thorough a school as the solicitor, for he is planning actual publicity and watching it work out. He is in touch with the public, and by observation in his local field becomes fitted for general advertising work. The present scarcity of solicitors has hardly any parallel in other lines of business. Each has its organized selling force. But advertising is new, and its salesmen are still in training. The opportunities open to-day show that in a few years it will command the very best selling talent that can be obtained."

#### MERCHANTS SHOULD BE ADVERTISERS OF THEIR COMMUNITIES.

While every merchant is primarily interested in making his own business a success, he should not lose sight of the fact that anything which benefits the community benefits him. If a merchants' association succeeds in attracting more trade to the town it is so much gained for all of the merchants there. Each store stands to benefit. Merchants should co-operate with the local newspaper to attract more business to the town.

Properly supported, the editor and his paper can assist greatly in attracting trade. The editor should push the circulation of his paper into the districts for the trade of which his town is competing with others. Every town in some quarter comes in competition with other towns for a certain amount of very desirable trade. The town which has the newspaper with the widest circulation in that district is the best armed for that contest.—*Hardware Trade.*

#### MISS, AND THE WORLD LAUGHS AT YOU.

A sense of humor does not mean the cheap lucifer-match flash that goes off with a snap and a sizzle leaving behind it a disagreeable sensation of suffocation. One meets that in many advertisements of the "smart" variety not to be imitated. But real humor is of the clean, white searchlight variety capable of being turned upon the writer himself and upon his own writings. Be as intentionally funny as you wish to be, but after you have written an ad better go over it again with this searchlight to see if you have been unintentionally funny. Make men laugh with you and you have made a hit that will help to sell your goods; make them laugh at you and you have made a miss that you will have a hard time living down.

After you have fully finished and polished your ad, read it carefully from every standpoint; apply the "humor test."

This is what the man did not do when he wrote: "Annual sale now on; don't go elsewhere to be cheated; come in here."—*Pacific Printer.*

## Sure Signs of Quality

For the first six months of 1903 the

**CHICAGO**

## Record-Herald

printed one hundred and fifty-four thousand lines of financial advertising—twelve thousand more than its nearest competitor.

For the same period the

## Record-Herald

printed ninety-seven thousand lines of book advertising—twenty-five thousand more than its nearest competitor. The

## Record-Herald

has the largest known morning and Sunday circulation in Chicago.

## THE MAIL AND EXPRESS,

NEW YORK.

The leading evening paper of the metropolis.

There is no better daily evening advertising medium in the United States when both quantity and quality are considered.

Advertising rates reasonable and invariable.

## THE MAIL AND EXPRESS,

Broadway and Fulton Street,  
NEW YORK.

## CUSTOM SHIRTS BY MAIL.

In its present state of progress the mail order field offers enticing opportunities to the business man who will experiment with it. The commodities now offered by this long-distance method of retailing are limited in comparison with the assortment that will probably be advertised a year hence, and each new departure simply serves to pave the way for others. The mail order trade in its best phases is a method of selling quality goods. Ever and anon some firm of retailers in a large city finds that a

## Perfect Fitting Shirts to Measure \$1.50

We seem to have supplied a long-felt want. Letters pour in with every mail in response to our advertising to make shirts to measure at as little as the price for store-bought shirts.

If you have ever had any trouble in getting just what you want in shirts, either in fit or colors, write to us for our Self-Measurement Chart and samples of the very newest domestic and imported shirtings. Give us an idea of colors and patterns preferred. We have hundreds of styles, and you may have just what you want, made just the way you want it.

The chart is easily filled out and is filed forever. You have nothing to do afterwards but order shirts from us.

**BEACH & NEWELL**

1333 Broadway  
NEW YORK

Receivings: Western  
National Bank,  
New York.



reasonable amount of advertising space in widely circulated mediums puts them in touch with a clientele that is national, or even international. In the majority of cases this clientele is one that has been educated up to high-grade or exclusive goods, but has no means of satisfying its tastes. An example of such demand is found in the success of Beach & Newell, a firm of custom shirtmakers, New York, who began advertising custom shirts by mail at \$1.50 in June. The first ads were three-inch single column, set in type and run in the

*Saturday Evening Post*. Inserted merely as an experiment, the firm was not prepared for the results that followed. Over fifty replies were received to the first insertion, and with the second the results were so great that steps were taken to perfect a system for taking care of the business. No simple means of instructing customers in the art of self-measurement had been evolved, and it was necessary to reduce this detail to a chart, showing six measurements in red ink. This was protected both by patent and copyright. A system of letters was also devised, with follow-up matter and an assortment of samples. The last includes thirty swatches of domestic shirtings that are made up at \$1.50, with fifteen cuttings of imported goods at \$2 and fifteen at \$2.50. The \$1.50 custom-made shirt is offered at this price—that of a good ready-made shirt—as a leader, and it is expected that the average customer will buy the better grades. This theory has worked out well in practice, as the firm finds its patrons in small cities and towns where exclusive New York shirtings are difficult to obtain. Local haberdashers cannot carry exclusive patterns for the dozen or half-dozen customers who will pay for garments of the best sort, and these readily order from New York when the method of selecting and self-measuring is made simple. In six weeks a list of 600 customers was obtained, and it is the intention to send samples to these names twice a year. Negligee shirts were offered in the first ads, but these will be changed to dress shirts with fall. The campaign will also be enlarged, embracing *McClure's* and other mediums.

### IN THE TRADE PAPERS.

If bright advertisements are necessary to catch the interest of the ordinary shopper, how much brighter they must be to interest business men who have few hours in which to read and are tired and hard to interest when they do. Think that over.—*Impressions*.

THERE is a cause back of every cut. If you say you cut prices without telling why, sensible people will call it a lie. If a merchant cuts his prices he has a good sound reason for doing it and he owes it to himself and the public to give the reason plainly and frankly in his advertising.—*Jed Scarboro*.

## Amount of Advertising Carried first Six Months of 1903 by Fifteen Leading Publications:

Publication	6 mos. 1903 Agate Lines
S. E. Post . . .	202,125
COLLIER'S . . .	191,605
*McClure's . . .	191,406
Munsey . . .	177,771
Harper's M. . .	167,773
Rev. of Rev. . .	165,666
Scribner . . .	147,656
Leslie's M. . .	135,073
Century . . .	130,260
†Cosmopolitan . . .	117,390
L. H. J. . . .	99,471
Delineator . . .	97,796
W. H. C. . . .	82,274
Success . . .	81,874
Youth's C. . . .	58,852

\* McClure, Phillips & Co. advt. not included.

† Mobile Co. advt. not included.

**T**HREE hundred and fifty thousand families are spending this year nearly \$2,000,000.00 for the privilege of reading Collier's. Think of the immense buying capacity of such a constituency! If they can afford two millions for a luxury like a periodical, they certainly have another two millions for an article of necessity such as you are advertising.

CONDÉ NAST

ADVERTISING MANAGER COLLIER'S WEEKLY,

416 West 13th Street, New York.

## THE SHOP-WINDOW FIGURE.

By John H. Sinberg.

From a conversation with a shop window figure recently, I gleaned the following interesting facts:

"The improvement in style and variety of the charming women of the shop windows must be laid at the door of American enterprise. When the flashy blonde type predominated, most of the wax figures were made in Germany and imported by enterprising shopkeepers. A year or two ago, Americans took up this branch of manufacture, and, as usual, soon outstripped all rivals. Why the Germans insisted on flaxen hair exclusively is not known. Perhaps it is for the same reason that blonde dolls are most popular. It certainly was not on account of a shortage of dark-hued locks.

"A shop window woman of the sort in use to-day costs from \$55 to \$75. If she has full length arms, at least \$20 must be added to the cost. The body, which is necessary in showing a complete outfit, comes from a paper mache establishment, and is not so expensive.

"There are several wax figure factories in New York, and nearly every metropolitan city has one or more. They are especially busy just before the Easter season, when models are greatly in demand. The same methods are used as for the figures representing famous persons in the museums, though there are degrees of excellence, and it is easier to make a model face than to reproduce a particular likeness. A specially prepared wax is used, which will stand any ordinary extremes of heat. The wax in molten condition is poured into a mold and allowed to cool. When the rough edges have been cut off, it is turned over to the wax sculptor, who goes over it carefully, working from a living model. The wax figure is then ready to receive its hair and complexion.

"This part of the work is done by young women whose nimble fingers change the waxen thing from a scarecrow to an object of some beauty. Only human hair is used in this work, most of it coming

from Germany and Italy, at a cost of from \$2 to \$3 an ounce, according to the texture and color.

"The hair is 'planted' one hair at a time, and after it is firmly in place the head is dressed in the desired style. The average hair 'planter' can cover three bald heads in a day. The flesh tints and rosy cheeks are put on with a brush, and the finished figure is remarkably lifelike.

"With a little care, a show window woman will last a lifetime. Her hands can be unscrewed, washed and manicured at will, and in a day an artist can renew the youthful complexion of no end of figures. When styles change radically the bust and hips of the show window woman must change with them; but papier mache bodies are cheap, and as long as nothing happens to the waxen head and arms the shopkeeper does not worry."

SIMPLY naming your goods and claiming them to be superior to others is mere publicity. Real advertising asserts and then seeks to prove by sound reasoning. The public "whys" have got to be met with plenty of "because."—*Jed Scarboro.*

**YOU TALK TO  
50,000 Railroadmen**

When You  
Advertise in the  
**Locomotive  
Firemen's  
Magazine**



Editor and Manager  
**S. CARTER**  
General Club Bldg.  
Indianapolis, Ind.

The Advertiser who Industiously Tills the  
Railway Field Reaps an Abundant Harvest

# Largest Circulations IN THE FAR WEST.



## AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

### MONTANA.

The *Anaconda Standard* has a higher circulation rating than is accorded to any other paper in the State of Montana.

The *Miner* has a higher circulation rating than is accorded to any other weekly in Butte.

The *Daily Inter-Mountain* has a higher circulation rating than is accorded to any other paper in Butte.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Dillon.

The *Tribune* has a higher circulation rating than is accorded to any other weekly in Greatfalls.

The *Daily Tribune* has a higher circulation rating than is accorded to any other paper in Greatfalls.

The *Ravalli Republican* has a higher circulation rating than is accorded to any other paper in Hamilton.

The *Record* has a higher circulation rating than is accorded to any other weekly in Helena or in the State of Montana.

The *Montana Daily Record* has a higher circulation rating than is accorded to any other paper in Helena.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Livingston.

The *Picket* has a higher circulation rating than is accorded to any other paper in Red Lodge.

### WYOMING.

The *Clipper* has a higher circulation rating than is accorded to any other paper in Lander or in the State of Wyoming.

### COLORADO.

The *Colorado Republican* has a higher circulation rating than is accorded to any other paper in Buena Vista.

The *Record* has a higher circulation rating than is accorded to any other paper in Canon City.

The *Mining Investor* has a higher circulation rating than is accorded to any other weekly in Colorado Springs.

The *Daily Gazette* has a higher circulation rating than is accorded to any other paper in Colorado Springs.

The *Daily Times* has a higher circulation rating than is accorded to any other paper in Cripple Creek.

The *Svensk-Amerikanska Western*, a Swedish weekly, has a higher circulation rating than is accorded to any other weekly in Denver, or in the State of Colorado.

The *Daily Post* has a higher circulation rating than is accorded to any other paper in Denver, or in the State of Colorado.

The *Express* has a higher circulation rating than is accorded to any other paper in Fort Collins.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Greeley.

The *Herald-Democrat* has a higher circulation rating than is accorded to any other paper in Leadville.

The *Enterprise* has a higher circulation rating than is accorded to any other paper in Montrose.

The *Daily Chieftain* has a higher circulation rating than is accorded to any other daily in Pueblo.

The *Courier* has a higher circulation rating than is accorded to any other paper in Pueblo.

The *Record* has a higher circulation rating than is accorded to any other paper in Salida.

#### NEW MEXICO.

The *Journal-Democrat* has a higher circulation rating than is accorded to any other paper in Albuquerque or daily in New Mexico.

*La Voz del Pueblo* has a higher circulation rating than is accorded to any other paper in Las Vegas or in New Mexico.

#### ARIZONA.

The *Arizona Republican* (daily), published at Phoenix, has a higher circulation rating than is accorded to any other paper in Arizona.

#### UTAH.

The *Journal* has a higher circulation rating than is accorded to any other paper in Logan.

The *Murray American Eagle* has a higher circulation rating than is accorded to any other weekly in the State of Utah.

The *Daily Standard* has a higher circulation rating than is accorded to any other paper in Ogden.

The *Semi-Weekly Utah Enquirer* has a higher circulation rating than is accorded to any other paper in Provo City.

The *Salt Lake Tribune* has a higher circulation rating than is accorded to any other daily in Salt Lake City or in the State of Utah.

The *Utah Korrespondenten* has a higher circulation rating than is accorded to any other weekly in Salt Lake City.

The *Semi-Weekly Deseret News* has a higher circulation rating than is accorded to any other paper in Salt Lake City or in the State of Utah.

#### IDAHO.

The *Idaho Capital News* has a higher circulation rating than is accorded to any other weekly in Boise, or in the State of Idaho.

The *Evening Capital News* has a higher circulation rating than is accorded to any other paper in Boise, or in the State of Idaho.

#### WASHINGTON.

The *Daily Bulletin* has a higher circulation rating than is accorded to any other paper in Aberdeen.

The *News-Examiner* has a higher circulation rating than is accorded to any other paper in Centralia.

The *Bee-Nugget* has a higher circulation rating than is accorded to any other paper in Chehalis.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Colfax.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Everett.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Fairhaven.

The *Klickitat Co. Agriculturist* has a higher circulation rating than is accorded to any other paper in Goldendale.

The *Yakima Herald* has a higher circulation rating than is accorded to any other paper in North Yakima.

The *Pacific Templar* has a higher circulation rating than is accorded to any other publication issued in Orting.

The *Morning Leader* has a higher circulation rating than is accorded to any other daily in Port Townsend.

The *Leader* has a higher circulation rating than is accorded to any other weekly in Port Townsend.

The *Times* has a higher circulation rating than is accorded to any other daily in Seattle or in the State of Washington.

The *Sunday Times* has a higher circulation rating than is accorded to any other paper in Seattle or in the State of Washington.

The *Shaghi Co. Times* has a higher circulation rating than is accorded to any other paper in Sedro-Woolley.

The *Spokesman-Review* has a higher circulation rating than is accorded to any other daily in Spokane.

The *Sunday Spokesman-Review* has a higher circulation rating than is accorded to any other weekly in Spokane.

The *Semi-Weekly Spokesman-Review* has a higher circulation rating than is accorded to any other paper in Spokane.

The *Evening News* has a higher circulation rating than is accorded to any other daily in Tacoma.

The *Sunday Ledger* has a higher circulation rating than is accorded to any other paper in Tacoma.

The *Times* has a higher circulation rating than is accorded to any other paper in Waitsburg.

The *Union* has a higher circulation rating than is accorded to any other daily in Walla Walla.

The *Reveille* has a higher circulation rating than is accorded to any other weekly in Whatcom.

#### OREGON.

The *Weekly Herald-Disseminator* has a higher circulation rating than is accorded to any other paper in Albany.

The *Town Talk* has a higher circulation rating than is accorded to any other paper in Ashland.

The *Morning Astorian* has a higher circulation rating than is accorded to any other daily in Astoria.

The *Lantern* has a higher circulation rating than is accorded to any other paper in Astoria.

The *Polk Co. Itemizer* has a higher circulation rating than is accorded to any other weekly in Dallas.

The *Oregon Woodman* has a higher circulation rating than is accorded to any other publication issued in Dallas.

The *Weekly Register* has a higher circulation rating than is accorded to any other paper in Eugene.

The *Yamhill Co. Reporter* has a higher circulation rating than is accorded to any other paper in McMinnville.

The *Enquirer* has a higher circulation rating than is accorded to any other paper in Medford.

The *Mount Angel Magazine* has a higher circulation rating than is accorded to any other publication issued in Mount Angel.

The *Courier* has a higher circulation rating than is accorded to any other paper in Oregon City.

The *Weekly Tribune* has a higher circulation rating than is accorded to any other paper in Pendleton.

The *Morning Oregonian* has a higher circulation rating than is accorded to any other daily in Portland or in the State of Oregon.

The *Sunday Oregonian* has a higher circulation rating than is accorded to any other paper in Portland or in the State of Oregon.

The *Weekly Review* has a higher circulation rating than is accorded to any other paper in Roseburg.

The *Pacific Homestead* has a higher circulation rating than is accorded to any other paper in Salem.

#### CALIFORNIA.

The *Thought* has a higher circulation rating than is accorded to any other publication issued in Alameda.

The *Placer Co. Leader* has a higher circulation rating than is accorded to any other paper in Auburn.

The *Weekly Californian* has a higher circulation rating than is accorded to any other paper in Bakersfield.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Berkeley.

The *Weekly Democrat* has a higher circulation rating than is accorded to any other weekly in Fresno.

The *Daily Morning Republican* has a higher circulation rating than is accorded to any other paper in Fresno.

The *Coast Advocate* has a higher circulation rating than is accorded to any other paper in Halfmoon Bay.

The *Union Labor News* has a higher circulation rating than is accorded to any other weekly in Los Angeles.

The *Daily Times* has a higher circulation rating than is accorded to any other paper in Los Angeles.

The *Tribune* has a higher circulation rating than is accorded to any other daily in Oakland.

The *Signs of the Times* has a higher circulation rating than is accorded to any other paper in Oakland.

The *Poultry Journal* has a higher circulation rating than is accorded to any other paper in Petaluma.

The *Morning Searchlight* has a higher circulation rating than is accorded to any other daily in Redding.

The semi-weekly *Searchlight* has a higher circulation than is accorded to any other paper in Redding.

The *Facts* has a higher circulation rating than is accorded to any other paper in Redlands.

The *Daily Enterprise* has a higher circulation rating than is accorded to any other paper in Riverside.

The *Weekly Union* has a higher circulation rating than is accorded to any other weekly in Sacramento.

The *Evening Bee* has a higher circulation rating than is accorded to any other paper in Sacramento.

The daily *San Diegan Sun* has a higher circulation rating than is accorded to any other paper in San Diego.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco, or in the State of California.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco, or in the State of California.

The *Pacific Tree and Vine* has a higher circulation rating than is accorded to any other weekly in San Jose.

The *Daily Mercury* has a higher circulation rating than is accorded to any other paper in San Jose.

The semi-weekly *Breeze* has a higher circulation rating than is accorded to any other paper in San Luis Obispo.

The *Daily Sentinel* has a higher circulation rating than is accorded to any other paper in Santa Cruz.

The weekly *Free Press* has a higher circulation rating than is accorded to any other paper in Ventura.

#### ACCEPTING DOUBTFUL MONEY.

Some silver is thin, smooth, perforated or in other ways a little "off." Sensitive people with such a coin hesitate about trying to pass it. Perhaps it has been "turned down" at the postoffice. The druggist who lets it be known that he will accept all such money at its face, and will also give full value for Canadian coins or old Spanish pieces—the latter being more common in the South, perhaps, than the former—will catch a lot of it, and the trade which it brings. May be on a few transactions he will lose, but in the end he will gain customers, and so may charge the loss to the advertising account.—*Southern Drug Journal*.

## IN CIRCULATION **LEADS** IN ADVERTISING

There must be a good reason for THE MILWAUKEE JOURNAL leading everything in its field in both circulation and advertising. There is. THE JOURNAL gives more paid circulation at less cost than an advertiser can obtain if he employs both of the other evening papers in Milwaukee. Cause and effect. Never known to fail.

**S. B. SMITH**

30 Tribune Bldg., New York.

**C. D. BERTOLET**

705-707 Boyce Bldg., Chicago, Ill.



# TEMPERANCE, PROHIBITION, ANTI-SALOON, ANTI-PROHIBITION.

The American Newspaper Directory, among its class papers, catalogues the varieties mentioned in the heading of this page as follows:

## TEMPERANCE AND PROHIBITION.

ALABAMA	Athens, Array	Weekly	"REL."
ARKANSAS	Little Rock, Searchlight	Weekly	6,249
CALIFORNIA	Los Angeles, California Voice	Weekly	2,300
	San Francisco, Pacific Ensign	Weekly	I
	San Francisco, Rescue	Bi-m'ly	H
FLORIDA	Arcadia, Florida W. C. T. U. Tidings	Monthly	"REL."
GEORGIA	Atlanta, Southern Star	Weekly	I
ILLINOIS	Bloomington, McLean Co. Temperance Pulse	Weekly	"REL."
	Chicago, New Voice	Weekly	53,998
	Chicago, Union Signal	Weekly	C
	Chicago, Det Hvide Baand	Monthly	"REL."
	Chicago, Home Defender	Monthly	5,409
	Chicago, New Liberator	Monthly	"REL."
	Chicago, Young Crusader	Monthly	I
	Danville, Banner	Weekly	"REL."
	Geneva, Patrol	Weekly	"REL."
	Geneva, State Leader	Monthly	H
	Litchfield, Searchlight	Monthly	31,278
	Oquawka, Spectator	Weekly	"REL."
INDIANA	Indianapolis, Patriot Phalanx	Weekly	F
	Logansport, Times	Weekly	"REL."
IOWA	Clinton, Northwestern Templar	Monthly	
	Des Moines, Iowa Commonwealth	Weekly	G
	Mount Pleasant, Dial of Progress	Weekly	I
KANSAS	Ottawa, Guardian	Weekly	"REL."
	Topeka, Fulcrum	Weekly	"REL."
KENTUCKY	Arthur, New Era	Weekly	
	Fordsville, Kentucky Vindicator	Weekly	I
	Fordsville, Kentucky White Ribbon	Monthly	"REL."
	Lexington, Blue Grass Blade	Sundays	G
MAINE	Auburn, Searchlight	Monthly	I
	Belfast, Maine Temperance Record	Monthly	"REL."
	Waterville, Christian Civic League Record	Monthly	3,40
MASSACHUSETTS	Boston, Father Mathew Herald	Monthly	C
	Boston, Our Message	Monthly	I
	Holyoke, True Light	Monthly	1,000
	Melrose, Templar	Monthly	"REL."
MICHIGAN	Battlecreek, Bulletin of the American Medical Temperance Association	Quarterly	"REL."
	Coldwater, Star	Weekly	"REL."
	Grand Rapids, Een Stem Des Volks	Weekly	"REL."
MINNESOTA	Minneapolis, Banneret	Weekly	G
	Red Wing, Minnesota White Ribbon	Monthly	"REL."
	St. Paul, Backbone	Monthly	25,000
MISSOURI	Bethany, Counselor	Monthly	"REL."
	Marshall, Irrepressible Conflict	Semi-m'ly	1,050
	Mexico, State Leader	Weekly	"REL."
	Spickard, Little Star	Monthly	"REL."
MONTANA	Stevensville, I. O. G. T. News	Monthly	"REL."
NEBRASKA	Lincoln, New Patriot	Weekly	"REL."
	Monroe, Looking Glass	Weekly	"REL."
	Ord, Union Worker	Monthly	H
NEW JERSEY	Camden, Herald	Weekly	"REL."
	Morristown, Church and Home	Weekly	I
NEW YORK	Buffalo, Royal Templar	Monthly	E
	Cornwall-on-Hudson, Practical Temperance	Monthly	2,000
	Delevan, Willard	Monthly	"REL."
	Delhi, New York Templar	Monthly	I
	Lockport, Woman's Temperance Work	Monthly	H



TEMPERANCE AND PROHIBITION—Continued.

NEW YORK.....	New York—Manhattan and Bronx, National Advocate.....	Monthly	G
	Temperance.....	Quarterly	4,750
	South Hannibal, American Herald.....	Quarterly	"JEL"
	Watertown, Prohibition Advocate.....	Weekly	"JEL"
	Yonkers, Liberator.....	Monthly	"JEL"
NORTH DAKOTA.....	Tower City, White Ribbon Bulletin.....	Monthly	I
OHIO.....	Columbus, American Issue.....	Weekly	16,529
	Columbus, Corner Stone.....	Weekly	5,085
	Jefferson, Temperance Tribune.....	Monthly	I
	Toledo, Ohio Good Templar.....	Monthly	I
	Wooster, Wayne Co. Herald.....	Weekly	I
OKLAHOMA.....	Cherokee, Happy Homes.....	Weekly	"JEL"
	Norman, Reform Herald.....	Monthly	I
	Oklahoma, Reform Herald.....	Weekly	"JEL"
OREGON.....	Portland, Northwest White Ribboner.....	Monthly	"JEL"
PENNSYLVANIA.....	Beaver Springs, Patriotic and Christ an Advocate.....	Weekly	2,000
	Clearfield, Monitor.....	Weekly	"JEL"
	Covington, Sun.....	Weekly	"JEL"
	Downingtown, Archive.....	Weekly	"JEL"
	Harriburg, Keystone Citizen.....	Monthly	"JEL"
	Kane, Leader.....	Weekly	1,075
	Lancaster, Home.....	Weekly	"JEL"
	Meadville, Searchlight.....	Monthly	I
	Milton, People.....	Weekly	"JEL"
	Parkeburg, Chester Co. Times.....	Weekly	"JEL"
	Philadelphia, People.....	Weekly	G
	Uniontown, People's Tribune.....	Weekly	I
RHODE ISLAND.....	Providence, Outlook.....	Monthly	"JEL"
SOUTH DAKOTA.....	Rapid City, White Ribbon Journal.....	Monthly	1,291
	Sioux Falls, New Herald.....	Weekly	"JEL"
	Sioux Falls, Christian Prohibitionist.....	Monthly	I
TENNESSEE.....	Whittle Springs, Open Door.....	Monthly	"JEL"
TEXAS.....	Sherman, Lone Star.....	Weekly	"JEL"
VERMONT.....	Richford, Journal.....	Weekly	"JEL"
VIRGINIA.....	Danville, No-License Advocate.....	Monthly	"JEL"
	Winchester, Virginia Call.....	Monthly	"JEL"
WASHINGTON.....	Orting, Pacific Templar.....	Monthly	I
WEST VIRGINIA.....	Fairmont, White Ribbon.....	Monthly	"JEL"
	Parsons, Mountain State Patriot.....	Weekly	"JEL"
WISCONSIN.....	Eau Claire, Reform.....	Weekly	5,515
	Elkhorn, Blade.....	Weekly	"JEL"
	Independence, Wisconsin Good Templar.....	Weekly	"JEL"
	Madison, Northwestern Mail.....	Weekly	I
	Madison, Motor.....	Monthly	"JEL"
	Milwaukee, International Good Templar.....	Monthly	"JEL"
	Waupaca, Camp Cleghorn Assembly Herald.....	Quarterly	H
NOVA SCOTIA.....	Halifax, Forward.....	Semi-m'ly	I
ONTARIO, CAN.....	Hamilton, Canadian Royal Templar.....	Monthly	12,383
	Toronto, Pioneer.....	Monthly	H

ANTI-SALOON.

CALIFORNIA.....	Los Angeles, Searchlight.....	Monthly	H
MARYLAND.....	Baltimore, Maryland Searchlight.....	Monthly	"JEL"
MINNESOTA.....	Kenyon, Minnesota Signal.....	Weekly	"JEL"
VERMONT.....	Jericho, Vermont Issue.....	Monthly	5,917

ANTI-PROHIBITION.

ILLINOIS.....	Chicago, Champion of Fair Play.....	Weekly	H
MICHIGAN.....	Detroit, Truth.....	Sundays	I
MINNESOTA.....	Minneapolis, Both Sides.....	Weekly	I

At the right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained below.

Exceeding twenty thousand,	- - - - -	C
Exceeding seventeen thousand five hundred,	- - - - -	D
Exceeding seven thousand five hundred,	- - - - -	F
Exceeding four thousand,	- - - - -	G
Exceeding twenty-two hundred and fifty,	- - - - -	H
Exceeding one thousand,	- - - - -	I
Less than one thousand,	- - - - -	JKL

# PRINTERS' INK. THIRTY-THIRD WEEK

In response to the weekly ad contest, now in its thirty-third week, twenty-eight advertisements were received in time for report in this issue of **PRINTERS' INK.** The one reproduced below was deemed best of all submitted. It

Expecting to receive a fair compensation for its services,  
and without pretense of giving something for nothing, the

## NATIONAL Bank of the Republic OF CHICAGO

tenders its offices to those who appreciate careful and prompt service and intelligent attention to details, believing that with its large list of correspondents and desirable connections at the leading commercial centers, it can be of real service to the business public.

**JOHN A. LYNCH, President.**  
**J. H. CAMERON, Cashier.**

**OFFICERS.** **W. T. FENTON, Vice-President.**  
**R. M. MCKINNEY, Asst. Cashier.**  
**R. L. CHAMPTON, Asst. Cashier.**

### BOARD OF DIRECTORS.

**JOHN A. LYNCH, President.**  
**FRANK O. LOWDEN, Lawyer.**  
**HENRY SIEGEL,**  
of Siegel, Cooper & Co.,  
New York and Chicago.  
**A. M. ROTHSCHILD,**  
of A. M. Rothschild & Co.

**ALEXANDER MACKAY,**  
Vice-President New York  
Air Compressor Co.  
**J. B. GREENHUT,**  
Capitalist, Peoria, Ill.  
**W. T. FENTON, Vice-President.**

**E. B. STROGO,**  
of the late firm of  
Foss, Strong & Co.  
**LOUIS F. SWIFT,**  
of Swift & Co., Packers.  
**THOMAS C. DRAKE,**  
Capitalist.

was sent in by Edward A. Gray, Ausable Forks, N. Y., and it appeared in *Harper's Magazine* for June, 1903. A coupon, as provided in the conditions which govern this contest, was mailed to Mr. Gray.

### BEGIN AT THE BOTTOM.

A prime requisite for the success of an advertising man is willingness to begin at the bottom. Though he be educated in all the universities, from Leland Stanford to Goettingen, and have all the cleverness of Stephen Crane, and the versatility of Kipling, still, until he has learned some of the principles of the game, it behooves the advertising neophyte to tread humbly.

The idea that the ad-school graduate can step into a \$100 per week position is pretty well exploded now. The men who make lasting successes in the advertising field are those who have for years been studying and working for it, or in some closely connected line. The young man who wishes to go into advertising as a life work ought to be willing to take a position as messenger boy in an advertising office, in order

to get his start. If he can operate a typewriter, his chances are doubly bright, for his opportunities to learn at first hand are limitless, and many good advertisers are being trained up through the typewriter's chair.

Let the would-be ad man, if he can't get into an advertising office, get a job of any kind in an engraving house, paper company, printing office, or go out as an advertising solicitor—anything connected with the field of publicity, but let him keep his ambition in view. If he keeps his eyes open in the humbler position, a door will eventually open up into advertising work proper, and he will have gained valuable experience that no amount of theory can counterbalance. C. E. WALTERS.

THE best advertisement leaves an impression in the reader's mind that much more might have been said without trespassing the bounds of truth.—*Jed Scarborough.*

THE ADVERTISING OF  
CITIES.

The notable degree of interest which was recently aroused by the publication in *PRINTERS' INK* of an article upon the methods that have been used in advertising Williamsport, Pa., shows that municipal advertising is a live and growing branch of publicity. Boards of trade, chambers of commerce, merchants' associations, municipal committees and other civic promotion organizations are taking up the work of exploiting their communities, and campaigns of many descriptions are being carried on. Appropriations for such publicity are usually spent in ways that seem best to each organization, and every variety of medium receives a share of business. There is a growing disposition to use newspapers and magazines of general circulation, it being recognized that these give good returns for a small expenditure. Booklets and folders, however, are the mediums most in favor, being most easily sent to the person with whom they will carry weight, and are, of course, the indispensable auxiliary of every campaign. The elaborate "souvenir" book of one to five hundred pages, filled with dry statistics and portraits, is still in evidence, and seems to be the form that all municipal advertising takes when it is very young. These unread "souvenirs" are not so plentiful as formerly, however, and happily enough. Committees who issue them usually find that returns are not at all in proportion to the heavy expense. The Chamber of Commerce committee that has done such good work in advertising Detroit, Mich., spends about half the usual appropriation for such a souvenir in the publication of a monthly paper devoted to its work. Copies are mailed regularly to a large list of names, chiefly manufacturers, officers of fraternal organizations, labor unions, and every person who will be likely to help in the selection of a place for a convention or a factory site. Bundles of this publication are also sent by express to large conventions in other cities, or are taken for distribution by

the delegations that go from Detroit. This paper, in conjunction with energetic effort on the part of the committee, has made Detroit one of the best advertised cities on the American continent.

A lively, original campaign is now being waged by the *Western Empire* a monthly magazine published in Los Angeles in the interests of that section of the Pacific Coast. Under the direction of Frederic Crowe there has been organized a "One-Hundred-Thousand-and-One Club" that has for its object the attainment of that many subscribers. Twenty-eight pages are issued monthly, containing stories and articles pertaining exclusively to California, either of the "days" of gold or of to-day, and especial attention is given to the California of the tourist, rancher, fruit-grower and homeseeker. The nominal sum of twenty-five cents is charged for subscriptions, but half of this is given to agents who send in more than two, while special literature is used to interest subscription workers in all parts of the United States. For 312 subscriptions, representing \$78, a free railroad ticket from Chicago to any part of California is given, including sleeping car berth, and other premiums of articles grown or made in California are also offered, ranging from orange blossoms for weddings to Mexican drawnwork. The plan is not only new, but the matter being sent out is full of vim. It has a strong tincture of the "Hurrah!" element, but is energetic and honest, and well worth the consideration of municipal advertisers everywhere.

San Francisco has a promotion committee that not only issues live literature, but sends lecturers through the East who talk upon the city's advantages and opportunities. Good results are being attained by this method. Inquiries are received from laborers, mechanics, manufacturers and other desirable classes. Every municipal advertising organization will do well to study the methods of California, not only in spending appropriations, but in raising them. Certain towns and counties in that State now levy regular assessments for publicity, each ward or

township being pledged to pay its quota toward a yearly fund. Hardly any State in the Union is as liberal in advertising, for the people of California have seen the results of free publicity given by the press and the Western railroads. This advertising for the State as a whole has been a valuable object lesson, and steps are now being taken to divert tourists and homeseekers to certain localities.

Arkansas is waking up in the region of Little Rock. The Board of Trade in that city sends out a large book containing its annual report, and supplements it with small literature, while the Iron Mountain and the Little Rock & Fort Smith railroads mail a neat booklet on the timber resources of the State. This brochure also contains a great deal of information regarding farm and fruit lands, minerals and other matters, and is being distributed under the supervision of the Little Rock committee. Houston, Texas, has been made the center of some liberal advertising on the part of the Southern Pacific Railroad, and now contemplates a municipal campaign on its own behalf. In a recent interview printed in the *Houston Post* Mr. W. S. McMath, of that city, advocated publicity in leading dailies. "I have in mind a campaign of display advertising of about five inches by two columns, once a week for six months in about fifteen newspapers in the largest cities of the United States," he said. "The plan would also comprehend an illustrated book, giving in detail all information regarding the city that an interested party might want to obtain. If such advertisements are inserted 5,000,000 people would read them every month. To reach that number of people once with a circular, would cost half as much as this plan would for a whole year, and the destination of the circular would be the waste basket. Continuous advertising is apt to strike at the right time. A man may have a plant in a wrong town. He knows it; but there is so much money invested that he cannot afford to move. That night his buildings are destroyed by fire. He

is insured. Then he recalls the advantage of Houston, having read the advertisement and the book. He knows where to move to. In every State every day companies are incorporated, but they cannot be reached by letter before they have decided upon a location. Having read about Houston, however, they at least give it consideration. To-night groups of men may meet in private houses, in clubs or in hotels to discuss the formation of a company to push some large manufacturing or mercantile concern. The question of location is an important one. Who can know who these men are or what they are thinking of so as to write them of Houston? But if the city has been advertised they will consider its merits. Another advantage of the advertising plan is that the first letter comes from the man who wishes to move, and not from Houston. He may write on his own letter head for the book, or he may get his clerk to write it on private note paper to conceal his identity. No man who contemplates moving his plant from one town to another cares to have it known until he is quite ready. The newspaper should be taken into confidence by those who have this work in charge. They are very willing to publish anything intended to help the city. They give thousands of dollars' worth of space annually to such enterprises. A merchant or manufacturer may read other things, but he must read his newspaper if he wishes to keep up with the times and to know what the trade conditions are. The reiteration of advertisements before the same people in publications bought for the reading matter they contain is the most profitable and successful form of advertising."

Corsicana, Texas, has a commercial club that distributes literature calculated to interest manufacturers. The *South*, a handsome four-page periodical issued by the Atlantic Coast List, New York City, is designed primarily to attract advertising to the country weeklies comprised in this syndicate, but also contains matter that promotes the interests of Dixieland, and which is used by many Southern

papers. Virginia and Georgia have lately awakened to the advantages of advertising, while the first tax for advertising ever levied by a State legislature has just been sanctioned by North Carolina. A representative of the Honolulu Merchants' Association has arrived in the United States, and will take steps to advertise the Sandwich Islands to tourists and investors, and even England is waking to municipal publicity, for the city council of Blackpool has just appropriated money to open an advertising office in London. There is no question as to the profitability of municipal advertising. Only the methods are ever debated. An unwise municipal advertising committee can utterly waste a large appropriation in a very short time by injudicious expenditure, and there are cases where such failure has been a serious damper on a city's willingness to advertise. But in the main municipal funds are wisely spent, often by men who work for nothing, or upon insignificant salaries, and in the majority of cases results are gratifying.

#### ADVERTISING PROSPERITY.

The New York *Commercial* has just finished mailing 150,000 copies of a four-page paper containing reprints from its own columns dealing with the general commercial situation. These reprint papers went to 80,000 merchants, 30,000 manufacturers and 40,000 brokers, bankers and corporation officials in every part of the United States. They were sent under one-cent postage. Besides an article on the general state of business, with editorials and opinions from leading men in many industries, there was considerable matter pertaining to the labor situation, headed by a full reprint of the address recently delivered before the National Association of Manufacturers by J. Kirby, Jr. of the Dayton Mfg. Co.

"These reprints represent indirect advertising for the New York *Commercial*," said D. O. Haynes, the publisher, to a PRINTERS' INK reporter. "That is really second-

ary, however. It is our belief that the most serious cloud on the business horizon is the labor question. We have printed a good deal of pertinent matter upon it the past winter, and have made a sincere effort to help employers solve this difficulty. Our opinions are decided, and have met with wide approval. We received many requests for extra copies, and manufacturers suggested that we give the articles wider circulation than they secure in the paper itself. This edition of 150,000 was the result. Its advertising value to the *Commercial* has been the least consideration. Our intention was to throw light upon the general business situation, showing that the country is prosperous. It was really an advertisement for prosperity. We are daily receiving letters from subscribers and others, asking for extra copies or sending lists of friends to whom they wish to have them mailed. Some employers send lists of their employees, believing that they ought to read our arguments. Besides the labor question, the reprint also dealt with the general business situation, enforcing three points: That conditions throughout the country are favorable to a continuation of good business, that money and crops are good, and that conservatism has made the situation safe against the possibility of a reaction. As a sincere effort to stimulate business the reprint cannot help but be beneficial, acting as a sort of bracer to the men who are doing the country's business. As an ad for the New York *Commercial*, it will have value, of course. Our paper was established in 1795 as the New York *Prices-Current*, and remained a weekly until five years ago, when it was transformed into a business daily of national scope. Since then it has grown in prestige and circulation. Not long ago we made up a little list of out-of-town subscribers representing every State in the Union. There were 719 firms, of which 192 were rated at \$1,000,000 or more, 109 at \$750,000, 378 at \$500,000, and none less than \$200,000. This list did not contain the name of a New York City subscriber.

## ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honesty.

\* \* \*

The "Roll of Honor" has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

\* \* \*

The "Roll of Honor" is a choice service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

### EXAMPLE:

#### PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, sworn, 150,459 (364). Copies not paid. Average for first four months of 1903, sworn, 140,861 copies not paid.  
*"In Philadelphia Nearly Everybody Reads the Bulletin."*

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (803). Average for March, 1903, 8,299.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

**\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.**

**\$50 will be paid for the second best article wanted as above.**

**\$25 will be paid for the third best article wanted as above.**

### RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.



(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

**Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.**

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through **PRINTERS' INK.**

For further information, if desired, address Editor of **PRINTERS' INK.**, 10 Spruce street, New York.

## OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the "Roll of Honor" a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the *Washington Star*, *Baltimore News*, *Newark News*, *Indianapolis News*, *Montreal Star* and *Minneapolis Journal*, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the *American Newspaper Directory*, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the *American Newspaper Directory*, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

## ROLL OF HONOR PRIZE COMPETITION.

### SECOND WEEK.

In response to the contest announced on the two preceding pages, one article was received in time for report in this issue of *PRINTERS' INK*. It was written by J. W. Schwartz, Holland Court, 92d street and Park ave., New York, and it appeared in the *Jacksonville, Fla., Metropolis* of July 18, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to *PRINTERS' INK*, good for one year from date of presentation, was sent to Mr. Schwartz, when the marked copy of the paper was received. Two additional coupons, one to Mr. Schwartz and one to the advertising manager of the *Metropolis*, were sent in accordance with the terms of the competition. The article, as it appeared in the *Metropolis*, follows here:

## PRINTERS' INK ROLL OF HONOR.

By J. W. Schwartz.

*PRINTERS' INK*, the microcosm, cyclopedia and schoolmaster of the art of advertising, last April instituted a "Roll of Honor." This is, following its own terse and laconic characterization, a list published weekly "in preferred position" of publications which furnish to the American Newspaper Directory a detailed circulation statement, properly attested, to the end of permitting advertisers to know exactly what they are buying and paying for, when they contract for advertising space in these papers.

Pursuing the intent to its logical conclusion it will be recognized that this is placing newspaper space on its proper basis. Those who have opposed this tendency, for there can be no doubt that ultimately the principle will be universally adopted, have attempted to befog the fact. Whether tacitly or actively they have tried to perpetuate the fallacy that newspaper space is a vague chattel, something that is impossible to weigh or measure, to be defined as are other commodities. That they are wrong time, the vindicator of truth, has already demonstrated beyond the peradventure of a doubt.

Lest, however, the heedless fail to remember, one may be pardoned for mentioning in passing that *PRINTERS' INK*, which has ever been found the pioneer of progress, was one of the first, if not

the first, to take up the cudgel in favor of "known circulation." It is one thing to defend, nay advocate a policy which has few adherents, and whose partisans are deemed "cranks" or worse. It is another to become the belated champion of a popular cause.

And just here a digression, which though it may not seem pertinent, has all relevance. Every journalistic and advertising advance has early found a stanch partisan in *PRINTERS' INK*. This is as it should have been. For the pioneers in every meritorious enterprise are invariably forces possessed of great moral courage. They are the elect few who dare defend, nay aggressively propagate their honest convictions. Having such convictions they are prepared to become martyrs for their cause. It follows at this stage that they are deemed theorists by the masses.

But the theory of yesterday becomes the established practice of to-day. And then the masses fall into the ranks—and the pioneers are either forgotten or only remembered in a general way. Nevertheless there accrues to these pioneers a respect on the part of the masses, which is the most eloquent of tributes to their solidity of character.

Let us enforce the digression. Is it not because of *PRINTERS' INK's* staunch advocacy in their earlier days of the reforms and advances in its field that it must credit its power and influence to-day?

It is the eve of the adoption of "known circulation" in journalistic and advertising circles to-day. It is because of the strength of the impregnable position *PRINTERS' INK* so early seized on this question that to-day gives it such power and influence. Once having taken its stand it fought so valiantly for the principle that its services cannot be depreciated or forgotten.

*PRINTERS' INK* throws the mantle of its weight over everything appertaining to it—everything it stands sponsor for. It is the sire of the "Roll of Honor" that weekly appears in its pages. Hence the immense moral advantage to each and every publication of whatever class or character that is qualified to appear in the list. For only those that accede to the just qualifications prescribed by the American Newspaper Directory are accepted for the "Roll of Honor."

Instituted but a short time ago—last April—it is interesting to note how rapidly the list of publications taking advantage of the golden opportunity swells. But still more interesting is it to observe the character of the publications which take advantage of it. These, naturally, are all of the very highest reputation in their several sections. It will scarcely be contravened that the basic qualification, that of permitting the advertiser, practically the public, to learn the exact amount of its circulation, eliminates all but the very highest character of publications.

With a little enlightened self interest all publications would rise to the height of recognizing the advantages of taking the public into their confidence. If those opposed to the principle would read and study *PRINTERS' INK* with unjaundiced eyes, undoubtedly the reform would soon become universal. It ultimately will. Were such a reform to become general to-day the growth of the



list would be accelerated as by arithmetical progression.

A host of advantages might be adduced why a publication should strive to be entered upon the "Roll of Honor." Four major ones will here suffice:

First, It is an index that the publication which adopts it is honest. That name on the list gives prima facie evidence that its publishers are honorable business men, enterprising, liberal and progressive. Besides it demonstrates to advertisers and the public an advantage which cannot be overestimated, that the publishers have unbounded faith in their own publication.

Second, The simplicity of the service is so admirable that it must instantly commend itself to all publishers. This can be appreciated best by a mere glance at the pages on which it appears in PRINTERS' INK every issue.

Third, The price of the service is merely nominal—out of all proportion to the guaranteed circulation of every issue—and not taking into consideration the high character of that circulation—for an advertiser's purposes, beyond all question, the very best obtainable.

Fourth, and last, It is an ideal service. Here in the smallest compass, so admirably classified that all the salient and desirable data are securable at a glance, the advertiser has the publications of each section, from which he may reasonably expect the best advantage. In addition he is given the price of space and the bona fide circulation so that with paper and pencil he can in a moment ascertain the price he must pay with as great certainty as though his

purchase were to be a yard of cloth or a pound of meat.

Let us sum up with saying that the "Roll of Honor" gives the maximum of desired publicity at the minimum of outlay.

The Little Schoolmaster congratulates Mr. Schwartz for having written the winning article in the second week of the contest. The Jacksonville, Fla., *Metropolis*, in which it appeared, is a member of the "Roll of Honor."

#### ♦♦♦ "A NAME IS NO DESPICABLE MATTER."

Even when the girl is behind the counter at work the buyer will often step up and give her a hint. For instance, he will give a new name to an old piece of goods. There is everything in a name. He came up to me one day and said, "Call that line of goods 'the Marlborough,'" and it was not long before I had sold the entire stock. The sweller a name is, the better. "Cumberland" pins will sell much better than plain pins, even if they are the same thing. French names are much in vogue, too, and they are sometimes coined. Names taken from swell sports, such as "Ping pong," are also very good sellers. Another thing, of course, which helps a girl to sell the goods is genuine knowledge of them.—*From the Autobiography of a Shop Girl, in Leslie's Monthly for April.*

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## Home Advertising

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is the advertising that hits the mark. Get the attention of those who spend the money, and the rest is plain sailing.

The MINNEAPOLIS JOURNAL has a home circulation greater than that of all the other Minneapolis dailies combined.

The JOURNAL is like an old friend of the family, which is welcome every evening.

Write for opinions of Minneapolis leading merchants, whose advertising experience has taught them a thing or two you ought to know.

To the advertiser the MINNEAPOLIS JOURNAL means money.

M. LEE STARKE,

Tribune Building,  
NEW YORK.

Manager General Advertising,

Tribune Building,  
CHICAGO.

# A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance.

## ALABAMA.

**Birmingham.** Birmingham News. Daily average for 1902, 18,488 (34); first six months 1903, 16,906; June, 1903, 19,585; guaranteed.

**Birmingham.** Ledger, dy. Average for 1902, 18,980 (34). Av. for June, 1903, 16,896, quart'd.

**Montgomery.** Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (C), weekly 12,841, Sunday 14,625 (40).

## ARIZONA.

**Phoenix.** Republican. Daily average for 1902, 5,820 (47). Logan & Cole Special Agency, N. Y.

## CALIFORNIA.

**Fresno.** Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

**Oakland.** Tribune, daily. Average for 1902, 9,952 (78). Tribune Publishing Company.

**San Francisco.** Argonaut, weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

**San Francisco.** Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,809 (80).

**San Francisco.** Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

## COLORADO.

**Denver.** Post, daily. Post Printing and Publishing Co. Average for 1902, 32,171 (97).

## CONNECTICUT.

**Hartford.** Times, daily. W. O. Burr. Average for 1902, 16,173 (111).

**New Haven.** Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

**New Haven.** Union. Av. for 1902, d'y 15,831, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

**New London.** Day, evg. Av. 1902, 5,198 (115). First six months 1903, 5,522. June, 1903, 5,686.

**Norwich.** Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (118).

## DISTRICT OF COLUMBIA.

**Washington.** Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 25,745 (C) (123).

**National Tribune.** weekly. McElroy & Shoppell. Average for 1902, 104,599 (125).

## FLORIDA.

**Jacksonville.** Metropolis, daily. Average for 1902, 7,018 (138). E. Katz, Special Agent, N. Y.

**Pensacola.** Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

## GEORGIA.

**Atlanta.** Journal, dy. Av. 1902, 27,528. Semi-weekly, 84,105 (136). Atlanta Journal Co., pub.

## ILLINOIS.

**Chicago.** Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

**Chicago.** Bakers' Helper, monthly. H. R. Cissold. Average for 1902, 4,050 (C) (177).

**Chicago.** Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,059 (167). Average first 25 weeks, 1903, 66,740.

**Chicago.** Grain Dealers Journal, s-mo. Grain Dealers Journal. Av. for 1902, 4,416 (C) (178).

**Chicago.** Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166, (181).

**Chicago.** Live Stock Report, weekly. John Clay, Jr. Average for 1902, 16,560 (171). For the first three months of 1903, 17,460.

**Chicago.** New Thought, monthly, 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,289 (183). Since January, 1903, New Thought prints over 100,000 monthly.

**Chicago.** Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (166).

**Chicago.** Tribune, daily. Tribune Co. In 1902, 7A (C) (166).

**Clayton.** Enterprise, weekly. No ads on patent. No issue since 1903 below 1,008 (188).

**East St. Louis.** Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (195). Average first six months 1903, 14,885.

## INDIANA.

**Evansville.** Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

**Goshen.** Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

**Muncie.** Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,585 (280).

**Princeton.** Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (264).

## IOWA.

**Arlington.** News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (382).

**Burlington.** Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,813 (288). June 30, 1903, 7,018.

**Des Moines.** Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for June, 1902, 21,011.

**Des Moines.** Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

**Des Moines.** News, daily. Des Moines News Co. Average for 1902, 27,118 (293).

**Sheldon.** Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

**Shenandoah.** Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 5,681 (323).

**Sioux City.** Journal, daily. Perkins Bros. Co. Average for 1902, 16,968 (324). Over 10,000 daily guaranteed for 1903. Banks first and best in its wide field in the Northwest.

## KANSAS.

**Atchison.** Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

**Hutchinson.** News, d'y and w'y. W'y, during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

**Wichita.** Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (344). Beckwith, N. Y. & Chicago.

## KENTUCKY.

**Cloverport.** Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

# A Roll of Honor—Continued.

Lexington, Leader. Av. for 1902, d'y 3,755, w'y 2,800, s'y 4,008 (373). E. Katz, S. A., N. Y.

## LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr. wy. In 1902 no issue less than 3,000 (387).

## MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,155 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,151, Sunday Telegram 7,666 (397).

## MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,558 (402).

## MASSACHUSETTS.

Boston, Evening Transcript (399) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (413-415). Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (399)

Post, daily. Average for 1902, 174,178 (415). Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (420).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (426).

Salem, Little Folks, mo. juvenile. S. E. Caserio. Average for 1902, 75,550 (434).

Springfield, Good Housekeeping, mo. Av. for 1902, 105,666 (436). For year end, April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

## MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 6 mths. in 1903, 2,588.

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456).

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). First six months 1903, 10,412.

## MINNESOTA.

Minneapolis, Farmer's Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (495).

Minneapolis, N. W. Agriculturist, a-mo. Feb., '03, 75,168 (498). 75,000 guar'd. 35c. apate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (500) (497).

Minneapolis, Svenska Amerikanska Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, 47,075 (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, 66,872 (496).

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, 56,850 (496).

Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, News, daily. B. D. Butler. Average for 1902, 20,619 (505).

Winona, Republican and Herald, daily. Average 1902, 5,200 (512). Av. past 6 months, 4,007.

## MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,896.

Kansas City, World, daily. World Publishing Co. Average for 1902, 62,978 (543).

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Av. for 1902, 22,887 (567). Rate 15c. per line. Circulation 50,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 55,058 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proves average for 1902, 208,528. Actual proven average for first 7 mos. in 1903, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.

## MONTANA.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

## NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly (590). Av. for year end, April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (590). Average for year ending April 30, 1903, 144,554.

Omaha, News, daily. Daily News Publishing Co. Average for 1902, 22,777 (594).

## NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 100 Nassau St.

## NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,085, (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,558 (619).

New Market, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

## NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (634); present, 18,597.

Albany, Times-Union, every evening. Establ. 1866. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,891 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,812, evening 50,401 (641).

Corning, Evening Leader, daily. Average for 1902, 4,064 (647). First half 1903, 5,825.

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 100 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (656). Av. for June, 1903, 4,205. Leith & Stuart, N.Y. Rep., 100 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (668). Guaranteed by affidavit or personal investigation.

## New York City.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (670).

# A Roll of Honor—Continued.

**Amerikanische Schweizer Zeitung**, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

**Automobile Magazine**, monthly. Automobile Press. Average for 1902, 3,750 (666).

**Benziger's Magazine**, family monthly. Benziger Bros. Average for 1902, 28,479 (686).

**Caterer**, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,533 (687).

**Cheerful Moments**, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,333 (687).

**Clipper**, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,844 (673).

**Electrical Review**, weekly. Electrical Review Pub. Co. Average for 1902, 6,312 (674).

**Engineering and Mining Journal**, weekly. Est. 1886. Average 1902, 10,009, (674).

**Forward**, daily. Forward Association. Average for 1902, 31,709 (667).

**Pharmaceutical Era**, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (679).

**Police Chronicle**, weekly. Police Chronicle Pub. Co. Average for 1902, 3,650 (679).

**Printers' Ink**, weekly. A Journal for advertisers, \$3.00 per year. Geo. F. Rowell & Co. Est. 1888. Average for 1902, 18,937 (679).

**Railroad Gazette**, railroad and engineering weekly. 33 Fulton street. Est. 1856. (680).

**The Central Station**, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 5,458 (687).

**The Iron Age**, weekly, established 1835 (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

**Printers' Ink** awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

**The New York Times**, daily. Adolph S. Ochs, publisher, 1902 A (669).

**Rochester, Case and Comment**, mo. Law. Av. for 1902, 30,000 (715); 4 years' average, 30,186.

**Schenectady Gazette**, daily. A. N. Liecty. Average for 1902, 9,097 (718). Average for six months ending June, 1903, 10,741.

**Utica, National Electrical Contractor**, mo. Average for 1902, 2,222 (723).

**Utica, Press**, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

**Warren, Western New Yorker**, weekly. Levi A. Cass, publisher. Average for 1902, 2,468 (734).

**Whitehall Chronicle**, weekly. Inglee & Tefft. Average for 1902, 4,132 (735).

## NORTH DAKOTA.

**Grand Forks, Normanden**, weekly. Normanden Pub. Co. Average for 1902, 4,669 (744).

## OHIO.

**Ashtabula, Amerikan Sanomat**, w'y. Aug. Edwards. Average for 1902, 8,558 (735).

**Cincinnati, Enquirer**. Established 1842. Daily (66), Sunday (66) (761). Beckwith, New York.

**Cincinnati, Phonographic Magazine**, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

**Cincinnati, Trade Review**, m'y. Highlands & Highlands. Av. for 1902, 2,564 (765).

**Columbus, Press**, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

**Dayton, News**, daily. News Publishing Co. Average for 1902, 16,520 (773).

## OKLAHOMA.

**Guthrie, Oklahoma State Capital**, dy. and wy. Average for 1902, dy. 18,506, wy. 21,322 (815).

## OREGON.

**Portland, Washington Advocate**, mo. Order of Washington, puba. Avg. for 1902, 6,040 (826).

## PENNSYLVANIA.

**Erie, Times**, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

**Philadelphia, American Medicine**, w'y. Av. for 1902, 19,337 (866). Av. March, 1903, 16,347.

**Philadelphia, Camera**, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

**Philadelphia, Farm Journal**, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 5,228,127 (873). *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

**Philadelphia, Public Ledger**, daily. Adolph S. Ochs, publisher. (66) (865).

**Philadelphia, Reformed Church Messenger**, w'y. 1306 Archst. Average for 1902, 8,574 (868).

**Philadelphia, Sunday School Times**, weekly. Average for 1902, 101,315 (869). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

**Philadelphia, The Evening Bulletin**, D. ex. \$3. Average for 1902, sworn, 180,489 (864). Copies daily net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day net paid.

"In Philadelphia Nearly Everybody Reads The Bulletin."

**Pittsburg, Times**, daily. Wm. H. Self, pres. Average for 1902, 59,571 (879).

**West Chester, Local News**, daily. W. H. Hodgson. Average for 1902, 18,086 (890).

**York, Dispatch**, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for May, 1903, 8,872.

## RHODE ISLAND.

**Providence, Daily Journal**, 15,975 (66) (660). Sunday 18,331 (66). Evening Journal 27,531, average 1902, Providence Journal Co., puba.

## SOUTH CAROLINA.

**Columbia, State**, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,300 copies.

## TENNESSEE.

**Gallatin, Semi-weekly News**. In 1902 no issue less than 1,850 (923). First 6 mos. 1903, 1,425.

**Knoxville, Sentinel**, daily. Average 1902, 7,701 (926). Average for June, 1903, 9,679.

**Memphis, Commercial Appeal**, daily, Sunday and weekly. Average, 1902, daily 27,506, Sunday 24,910, weekly 74,718 (927).

**Nashville, Banner**, daily. Av. for year ending Feb., 1903, 16,078 (930). Av. for April, 1903, 18,472. Only Nashville d'y eligible to Roll of Honor.

**Nashville, Christian Advocate**, w'y. Bigham & Smith. Average for 1902, 14,241 (939).

# A Roll of Honor—Continued.

## TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). E. Katz, Special Agent, New York.

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (950); May, 1903, 1,257.

## VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,095 (985).

## WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,286 (999).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 15,659 (1,000). Saturday issue 18,008.

## WEST VIRGINIA.

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, 8,036, S'y 8,505 (1011).

## WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1036).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,743 (1039).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). May, 28,244.

Oakbrook, Northwestern, daily. Av. for 1902, 5,902 (1036). First 4 mos. 1903, 6,370.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 5,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1039). For gr. edg. June 30, 1903, 29,690.

Wausau, Post, weekly. Post Publishing Co. Average for 1902, 2,555 (1045).

## BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,937 (1061).

Victoria, Colonist, daily. Colonist P. & F. Co. Average for 1902, 5,574 (1051).

## MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily 15,841, weekly 10,674 (1054).

## NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,281 (1060).

## ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1067).

Toronto, Star, dy. Star Ptg. & Pub. Co. Act. av. for 1902, 14,161 (1065). Cole & Logan, N. Y.

## QUEBEC, CAN.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,079, w'y. 121,418 (1063). Six mos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.



The ROLL OF HONOR is the only organized weekly service in existence, anywhere, through which the honest and progressive publisher (entitled to its membership) can bring before the advertisers of the United States his increase of circulation for a week, a month, or a quarter just past. In such reports every prominent advertiser is vitally interested. This system is what makes the ROLL OF HONOR a unique and choice service for choice mediums. It's the only authoritative source of such information to be had for an almost nominal expense. Advertisers are clamoring for it constantly, and publishers have ever desired to find a way by which they could make reports to date. The publisher who realizes this feature in the ROLL OF HONOR cannot help making an effort to be listed in the new department. An additional line of space is generally necessary for the supplementary information, and the cost is twenty cents per line.

## EXAMPLE:

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (102). Average first six months, 1903, 14,882.

Weekly, monthly or quarterly corrections to date are always made free of charge, provided, however, the publisher sends a statement in detail, properly signed and dated, covering the additional period, and made in accordance with the rules of the American Newspaper Directory.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special conditions of terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 5, 1903.

"Best be yourself, imperial, plain and true."—*Browning*.

\* \* \*

A certain intangible Something enters into any piece of earnest writing. Dissect the sentences, scan the words, yet you will not find it. It is not a matter of sentence or words, but something subtler—something between the lines that stands for the writer's personality.

\* \* \*

This Something is the writer's self. It cannot be counterfeited. When a polished writer tries to imitate it he fails, while a man who has only the crudest style of setting down his thoughts frequently produces matter permeated with his personality. It is the Himself of a writer, like his voice and gait.

\* \* \*

To try to jump out of one's skin in writing advertising copy, and be somebody else, is unquestionably the height of folly. Yet it is precisely the feat that most beginners attempt. The man unused to pen and paper usually has a profound distrust of his own personality, and seeks to imitate another's style of saying things. He may have as little sense of humor as an owl, but will write ads in the Bill Nye vein. He may attempt to be philosophical, or poetical, or what is worst of all, perhaps—write in the "advertising dialect."

\* \* \*

The skillful writer knows that strength is gained by being one's self. Roundabout ways of saying things, imitations of a "literary" style, attempts to be witty or pro-

found, are simply a kind of writing self-consciousness—a pose. Just as a man never shines in society until he has learned to forget himself, so he will never write good copy until he can put pen to paper as a matter of course, and talk in an ordinary key. Plain John Smith who keeps a haberdashery shop, has little knowledge of the "hundred best books." His grammar is shaky. He can put sentences together so that they are approximately correct. He knows his goods and his public. The last thing in the world that he should attempt in advertising space is to be an entertainer or instructor of the public. If he attempts to be a counterfeit essayist, poet or humorist, he will be a very poor counterfeit indeed. The public wants nothing from him but news about his store. If he only says "Shirts for this hot weather seventy-five cents" he says more than he could say in a column of extraneous matter, for he answers a question that is uppermost in the public mind.

\* \* \*

The high and mighty notions that have arisen about the difficulty of adwriting are largely poppycock. There is no mystery about it. To write pleasant little essays about a store is difficult. To tell the truth about what is seasonable to-day, quoting a price, is easy, and can be done in any kind of sentence. The essay is simply a pleasant way of stringing out the information contained in the sentence, and experienced advertisers now question whether it is worth while. The adwriter who couches a shirt ad in the essay form is not himself, but a more or less weak imitation of Lamb, or Emerson, or Stevenson. The man who forgets all about the fine shades of writing and simply says what he has to say, briefly, pointedly and without frills is himself.

We can't keep house without it, so kindly send us prepaid latest edition of your American Newspaper Directory, for which please find inclosed our check for \$10.—*W. D. Curtis, Gen. Mgr., Curtis-Newhall Company, Los Angeles, Cal., July 20, 1903.*



### IF HE EVER DOES AYER WILL KILL HIM.

In an early issue we propose to make a "deadly parallel" of some of the circulation ratings in the Ayer and Rowell directories, so that advertisers may judge for themselves as to the value of this "information."—*The Fourth Estate*, July 4, 1903.

IN 1902 the nam of William M. Laffan began to appear at the head of the editorial column of the New York *Sun*. A few days ago, it is asserted, Mr. Paul Dana's relations with the *Sun* began to cease entirely by virtue of terminated contracts. Mr. Laffan is now editor-in-chief as well as publisher of the *Sun*.

THE Joplin *Daily Globe* sends out a folder containing valuable data for advertisers, together with a detailed statement which shows a daily average circulation of 10,603 copies for June, 1903. The *Globe* asserts a guarantee of over five times the circulation of any other daily paper published in Southwestern Missouri. The *Daily Globe* is a member of the "Roll of Honor."

MR. P. V. COLLINS, president and manager of the *Northwestern Agriculturist*, Minneapolis, Minn., was elected president of the National Editorial Association at their recent meeting in Omaha. The next meeting of this body will occur in May, 1904, on the exposition grounds in St. Louis. Mr. Collins asserts he will carry out a programme interesting enough to keep all editors off the "pike" during the sessions of the meeting.

A. ROY KEATOR, assistant manager of the Chicago *Journal*, has joined the advertising staff of the Chicago *Tribune*. Since the retirement of Hugh W. Montgomery and T. Batemen Spencer, publisher Keeley of the *Tribune* has had his eye out for live men. The work of Mr. Keator on the *Journal* attracted his attention, and an offer of a large advance in salary caused him reluctantly to leave his old love and cast his fortunes with the *Tribune*. Mr. Keator began work as a clerk in the *Journal* office seven years ago. His energy, enthusiasm, aptitude and good address gained him rapid promotion.

AFTER all, satisfied customers are the best advertisements.

WE have been noticing for some time the Roll of Honor that has been appearing in PRINTERS' INK and think it a most excellent idea. We frequently have occasion to refer to it when deciding on what notices to use in a particular town. I trust that the list will become more complete and believe that it is universally appreciated.—*H. J. Hapgood, President, Hapgoods, Incorporated, Mutual Reserve Building, 309 Broadway New York, July 25, 1903.*

It seems to me that anything serving to make prominent those papers which give definite reports of circulation is a good thing for the paper, for advertisers, and for the business generally. Therefore, your "Roll of Honor" is a benefit to everybody concerned. The excuse which publishers have always given for not giving a record, namely, "That their competitors will lie," is growing even less valid as time goes on, and it is becoming realized that a publisher who gives explicit figures is a benefactor to the whole publishing industry.—*Emerson P. Harris, Broker in Publishing Businesses, 253 Broadway, New York, July 24, 1903.*

REGARDING the "Roll of Honor" in PRINTERS' INK, would say that this is along the lines that appeal especially to us. We have complained that there is too much guess-work regarding the circulation of newspapers and magazines, and that anything in the line of definite information regarding their circulation was hard to get. In placing our advertising, we have always made a special point of placing it in papers who give the most definite information regarding circulation. If all advertisers would take the stand that they are entitled to know what they are going to receive in the way of service before placing a contract with a paper, your "Roll of Honor" would reach generous proportions in a short time.—*Oscar Warner, R. E. Dietz Company, New York, July 27, 1903.*

A WORD to the wise—advertise.

A CORRESPONDENT wishes to get into communication with makers of premiums that are given to boys or girls for selling mail order goods. Such inquiries come frequently and the makers of such articles it would seem could profitably advertise them in the classified columns of PRINTERS' INK. The cost is ten cents per line, ten lines for a dollar, or about seventy words in which a complete story may be told.

If rumor be right, New York is to have a women's daily paper—a penny morning sheet which will contain "All the news of the world of interest to New York women." The first issue is scheduled for November 2. There will be a page of fashions, a page of news from the shops, a "home magazine and beauty" page and an employment agency department that will attempt to solve the servant problem. No servant will be permitted to use the want ads to advertise for a position until references have been submitted. The venture is backed by New York society women, it is said, and heavily capitalized. If such a paper secures even a reasonable circulation it ought to be a gilt-edge advertising medium.

"THE Field and the Medium" is an attractive folder from the *Daily Pantagraph*, of Bloomington, Ill. The outer pages are given up to facsimile reductions of the paper itself, while the inner pages set forth facts concerning Bloomington as a railway and commercial center, and as a farming and manufacturing city. The *Pantagraph* is nearly sixty years old, and has a real place in its community. The circulation grows at a modest but certain ratio. For instance the first six months of this year the daily average was 10,737, according to the publisher's assertions, while for the previous six months it was 9,621. During 1902, according to the American Newspaper Directory, the daily average was 9,579. The *Pantagraph* is a paper that advertisers would doubtless be glad to learn about through the "Roll of Honor."

MR. GEO. H. LEWARS announces his resignation as business manager of the Curtis Publishing Company, Philadelphia.

MUCH has been said by patrons about the low charge which is made for announcements in the "Roll of Honor." Are there not some publishers who feel like making an occasional additional splurge in a column where the announcement would have the most exclusive position in all the paper? Here is a chance which has no equal anywhere. The cost is twenty cents per line additional, although the copy must pass censorship.

A GOOD definition of a "nobody" is a man without enthusiasm. Enthusiasm is the power that lifts men out of themselves—it is like a mighty magnet that attracts and influences everything that it touches. We are not speaking of periodical enthusiasm—a little here, and a little there. No—it is a habitual enthusiasm that overcomes difficulties. It's hard to cultivate, but a "sure winner" when you have it.—*Tengwall Talk*.

AN advertisement should be big enough to make an impression, but not any bigger than the thing advertised. Testimonials are of very little use. Every indorsement subtracts from your statement just as the indorsements on the back of a note reduce the value of the name on the face. Have the price right. It should either be well down or well up. There are only two classes of buyers, those who look for the cheapest they can get and those who value what they get by what they pay for it. Advertise one thing at a time. The great secret of success in advertising is in everything else is the strenuous personal faith in your goods, which, though it cannot be pictured or printed, yet rings sound and clear and impressive. It isn't words; it isn't pictures; it isn't type; it isn't top-of-the-page position. It is something far more real than these things. You yourself are the spirit.—*Seymour Eaton in Booklovers Magazine, June, 1903*.



Be brief if possible, but by all means be explicit.

CREDIT insurance is the subject of a folder from the American-Credit Indemnity Company of New York, a St. Louis corporation with offices in the Colonial Trust Bldg. of that city. The business of this company has been carried on successfully since 1893, but it's doubtless new to many business men. Credit indemnity bonds are issued under certain conditions which protect a firm's book accounts. The company is capitalized for \$600,000 under the laws of New York State, and it is subject to the supervision of the New York Insurance Commissioner, with whom \$100,000 in government bonds are deposited. The clients are chiefly manufacturers, jobbers and wholesalers. During the past year losses representing more than \$653,000 were paid to policy holders. Assets are said to be \$960,000, reserves \$230,000, premium income \$460,000. The business is growing and losses are paid promptly.

A NEW literature is in process of development. You often hear an intelligent man or woman say, "I always look in the back of the magazines first." The modern advertisement is worth looking at, whether it is the sounding proclamation of some big corporation, with facts and figures both weighty and impressive, or the light eye-catching notice of some simple trade contrivance. All forms of literary composition find place in the advertising pages; history, story, verse. Many advertisements measure up to the test of good literature. In truth there is often an uncommon amount of character in them. A word here or a phrase there is often singularly livid as "local color," and behind many an advertisement it is possible to see a vigorous personality. Nor are there lacking in this new literature qualities of humor, both intentional and unintentional. One generation writes an epic, another an advertisement; and who shall say that one manifestation is not as important as the other.—George Hibbard in *August Booklovers Magazine*.

ONE hears much exhortation to discover new ideas in advertising. After all, the best ideas are those which hold to the truth in speech that is not difficult to be understood.

PRINTERS' INK, in its issue of July 22, 1903, published as leading article a story headed, "Can You Solve This Puzzle?" This heading was part of a photographic reproduction of a certain class of advertising which the article endeavored to explain. Quite a number of letters were received during the past two weeks submitting solutions to the rebus, and they generally wound up with the hope that the \$200 cash were promptly forthcoming. The majority of these letters were written by women. The writers should read the article once more.

AN organization of magazine publishers which will be partly protective of magazine interests and partly social in its nature was recently perfected in New York City, articles of incorporation being taken out at Albany. Monthly meetings behind closed doors will be held at the Aldine Club, in Fifth avenue. W. B. Howland, of the *Outlook*, is president, F. N. Doubleday, *World's Work*, vice-president, F. L. Colver, *Leslie's Magazine*, secretary, O. W. Brady, *McClure's*, treasurer, J. B. Walker, *Cosmopolitan*, chairman of executive committee. The board of directors consists of the officers and the following publishers: R. J. Cudihy, *Literary Digest*; Frank A. Munsey, *Munsey's Magazine*; Lewis Klopsch, *Christian Herald*; J. A. Thayer, *Everybody's Magazine*; C. N. Lanier, *Review of Reviews*; E. E. Higgins, *Success*; Conde Nast, *Collier's Weekly*; Theron McCampbell, *Metropolitan Magazine*; E. W. Spalding, *Ladies' Home Journal*; A. P. Vance, *Woman's Home Companion*. The association will be the Sphinx Club of the magazine publishing world, and the general interests of magazines will be advanced much as advertising knowledge is by Sphinx Club dinners. There are a good many vexed questions between publishers and advertisers, news companies, advertising agencies and subscription agencies which will come in for attention, while postal regulations and changes in the second-class matter rules will also be watched.

GOOD advertising in a good medium is the greatest reputation builder a merchant can employ.

AFTER a twenty months' control of the New York *Daily News*, Frank A. Munsey now announces that it will be sold at auction on August 21st. This action is taken pursuant to a vote of the stockholders of the New York Daily News Publishing Company, two-thirds of the stock of which Mr. Munsey is said to own. The sale is to take place at the Real Estate Sales-room, and is to consist of the name, good will and entire plant of the paper. It has been reported for some time that Mr. Munsey was dissatisfied with his venture, and that the change from an evening to a morning paper did not meet with the success that was anticipated.

ON July 24, 1830, the first Boston *Evening Transcript* was printed. On July 24, 1903, the paper was seventy-three years old. Sunday, July 26, was the birthday of the *Transcript's* treasurer, Mr. William Durant, who still maintains his active participation in the business at the ripe age of eighty-seven. Mr. Durant entered the employ of the *Transcript* when the paper was only four years old, being now, therefore, in his seventieth year of continuous active service, which he will complete next February. Such a record as this will be hard to find in the history of American newspaper-making. Mr. Durant celebrated his anniversary quietly at his home in West Newton street where he received some sixty of his friends and business associates, who called to present their congratulations and good wishes. Amon the flowers which attested their friendship and love was one offering, accompanied by an engrossed address, with autograph signatures, from sixteen of the *Transcript's* "Old Guard," sixteen active employees of the paper whose service antedates the great Boston fire of Nov. 9, 1872. Their average length of service is thirty-seven years and six months; and, if Mr. Durant's name and work be included the "Old Guard" comprises seventeen men who have averaged forty years in the *Transcript's* service.

SPECIAL newspaper representatives are excellently qualified to enter the "Roll of Honor" prize competition and the Little Schoolmaster will be pleased to receive their contributions under the rules of the contest which are printed in current issues of PRINTERS' INK.

THE fine Italian hand of John Adams Thayer is steadily in evidence in the advertising editorials that wind up *Everybody's Magazine*. "Scheme" and objectionable advertising form the tenor of his discourse in the August issue:

The biggest surprise we have had is the discovery that the policy we have adopted in rejecting objectionable advertising is proving to be a circulation maker. Advertisers have no idea how sensitive the reading and buying public is over this class of business. We are getting hundreds of letters from parents who applaud our course on their own account, but especially on account of their children. A bright boy or a bright girl, browsing among the advertising pages of the usual magazine, will run across a great many poisonous suggestions. It does not seem right. If the publisher is too selfish to stop it, the authorities ought to take a hand. A goodly majority of the readers of *Everybody's* have money to invest; some have more than others. But is it the province of the publishers to put before them the announcements of companies, corporations, and firms, offering attractive opportunities for investment, when they know nothing of the investments, or their possible profits; nothing of the concerns, the men behind them, or their tangible assets? Take as an illustration some of the announcements that appear in leading magazines and newspapers, reading somewhat as follows: "Would you be Interested in Government Bonds, paying over fifteen per cent?" Then it is carefully explained that, based on the best expert opinion, the stocks will double in value many times and the dividends will continue for a lifetime; that the investment is as safe as Government bonds and a hundred times more profitable. No risk is assumed in buying the stock, and millions of investors have waited impatiently for the opportunity to participate in the immense profits that are being paid. That a door is opened, not to wealth, but to what is much more to be desired, a competency for future years. Full protection is promised in each case, and, while in some instances dividends ranging only from twelve to twenty per cent are paid, the loss of the principal is impossible. We have been tendered advertisements of this nature for our magazine, but have declined them, in common with other objectionable announcements. Declined them at a time when we could make very good use of the money. We want the readers of *Everybody's Magazine* to know that they can answer any announcements in its pages without fear of being deceived.

THE Good Book declares that one does not get credit for his much speaking, but for the spirit that directs the utterances. In the ring and not in the words of the advertisement lies its merit.

"THE reader's confidence in a newspaper is and ought to be a matter of slow growth. In all the relations of life there is much pretense of virtue where it is not possessed. But the years reveal the true as surely as they uncover the false. In the light of the public understanding men take their places, and so do institutions and newspapers. Whether the purpose be true, the management honest, the service rendered sterling or otherwise, is in time well understood. Thus do people and things get their rating in the social organism, and come to stand for what they represent in spirit and achievement. There is nothing in the relationships which men establish more vital and interesting than the alliance between a newspaper and its readers—certainly nothing which, on the side of the journal, should make stronger appeal to a deep sense of public duty. Honest service on the one side, and a proved faith on the other, establish the finest possible basis for mutual advantage. The newspaper so supported is assisted to such an opportunity to powerfully advance all those things which make for the betterment of society as no other professional agency can command. Of all public trusts this one is most attractive, because in the nature of the case most pervasive and ever present. Its power for light and leading can be daily and unceasingly applied wherever the men and women do read it, and it embodies and carries an atmosphere which no reader can escape. Nothing could be plainer in the light of intelligent consideration than that the newspaper which is both read and trusted by readers of an exceptionally high class is the most desirable medium for advertisers of the better sort—as it is the desirable agency for the best and most helpful and far-reaching newspaper service." — *Springfield (Mass.) Republican*.

MAKE every ad a definite bid for business. You will get only what you ask for, so ask often.

FOR some months past every other woman in the United States, with her sisters and her female cousins and her aunts, has been congratulating herself because somebody told her that "Force" contained morphine. It is difficult to say how this queer rumor began. Perhaps it was launched by rivals or dealers. That it is a very potent report is shown in the recent offer of \$5,000 by the Force Food Company for the conviction of the originators, as well as \$5,000 for proof that "Force" contains anything injurious. Purchasers are advised to submit packages to their local health department if in doubt. Such reports might be called the blight or disease of advertising, for they usually find ready credence, spread rapidly and hurt sales to a lamentable degree. It would be interesting to know whether the somewhat "circusy" advertising that has been used for "Force" is responsible for this distrust of the product. Nothing seems to lay so sound a foundation in advertising as hard fact. Amusement may attract attention and cause comment, but whether it really establishes a commodity on a permanent paying basis is open to doubt. The Omega geese, it will be noticed, have been retired within the past few months, and are succeeded by a series of illustrations that are permeated with liniment, thus going back to the first principles of proprietary advertising.

#### IN SOUTH CAROLINA.

The publisher of the *State* at Columbia, S. C., makes an effective advertisement of his paper out of the discovery that during the year ending March 31, 1903, the *State* paid more money for postage than was paid by all the papers of every sort issued in either Augusta, Ga., or Charleston, S. C. The interesting figures it publishes are as follows:

Augusta, Ga., Postoffice.....	\$2,085.90
Charleston, S. C., Postoffice...	2,227.84
Columbia, S. C., Postoffice...	3,153.11
Paid by THE STATE, alone..	2,537.33

## LOW PRICED GOODS OBJECTED TO.

A certain patent medicine concern recently received information from a commercial traveler to the following effect:

I am traveling through Ohio in the interest of a College of Physicians, N. Y. City. I am never without a package of "Ripans." While at Lima, Ohio, I inquired at all the drug stores for a 5c. package and was unable to find at any drug store in Lima a package 5c. size. They said, "No profit in them." It rather provoked me to be refused.

Lima is a place of more than 20,000 people. Three daily papers are issued there and twice that number of weeklies or semi-weeklies. Upon receiving the letter quoted, the patent medicine firm communicated with all the druggists in Lima, stating the case and reminding them that the 5 cent package, when bought by the dozen of any wholesale dealer, pays a profit of 50 per cent. To this communication replies came to the following effect:

The druggists of Lima are not looking for the 5c. trade. It won't pay rent, clerk hire, etc.

We do not carry any 5c. packages in stock. Our patrons are eager enough to confine all their purchases to 5c. at a time and the time consumed to wait upon a 5c. purchase of a patent is just as much as upon a \$1.00 purchase.

There are no five cent packages in the drug stores here, neither are there any ten cent sizes of pills, Cascarets or anything of that kind but there are twenty-five cent sizes of all of them. We are trying in so far as possible to do away with 5 and 10 cent sales.

From all of the above, manufacturers of proprietary articles may learn that there is an indisposition, on the part of druggists, to handle low priced articles. Whether the fact that the people like them, call for them and want them are circumstances that the druggist does well to ponder—but that is another story.

## IN VERMONT TOO.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of Barre, Vermont, are rated as follows:

*Telegram*, 3,727.  
*Times*, 2,354.

No one doubts the accuracy of the *Times* rating but it has recently been made apparent that the *Telegram* rating is fraudulent.

## THE THREE DOZEN DAILIES.

An attempt to improve the selection of Three Dozen Dailies, without adding to the number, revealed the fact that the list, as it stands, has a surplusage of three papers. Taking into consideration what was said of the selection, in the criticism published in *PRINTERS' INK* of July 29th, it may be well enough now to drop the *Providence Journal*, morning and Sunday; *Bulletin*, evening, and *Manchester Union*, morning and evening, thus disposing of the overplus, reducing the catalogue to a count of exactly thirty-six. If it should be admitted that St. Louis is better entitled to representation than Springfield, Mass., the question may still arise to which St. Louis paper should precedence be given? There are three candidates, each with a strong following. They are *Globe-Democrat*, morning and Sunday; *Post-Dispatch*, evening and Sunday; *Republic*, morning and Sunday. The *Republic* is the oldest of the three and is credited with the largest daily issue. The *Post-Dispatch* is second in point of age and daily output. The *Globe-Democrat* appears to print about nine-tenths as many copies as the *Republic*, to fall about five per cent below the issue of the *Post-Dispatch*, but it possesses, or is accorded, that peculiar character which is said to constitute quality of circulation, and the Directory editor asserts that in his next issue he feels obliged to give it the coveted "gold marks." On that account, the *Globe-Democrat* is chosen to represent St. Louis and for the same reason it is decided to give the Louisville *Courier-Journal*, morning and Sunday, a place on the list instead of the *Times* of that city, although the Directory credits the last named with nearly, or fully, three times the circulation the *Courier-Journal* is supposed to enjoy. Possibly the selection is not a judicious one. If not, the error can be corrected in later publications of the list. To make room for the last named and reduce the list to the specified three dozen, the New York *Evening Post* is omitted.

## IN MINNEAPOLIS.

NEW YORK, July 28, 1903.

## Editor of PRINTERS' INK:

In your issue of July 29th, you invited a letter from anyone who thought he could improve the list of "Three Dozen Dailies," without increasing the number of papers. I desire to take advantage of this.

In the cases of the majority of cities mentioned and the papers cited as thoroughly covering them, I fully concur with your views, but you will pardon my saying that you have made a serious blunder in regard to Minneapolis. I have made three trips to this city since January 1st last so as to leave no possible question in my mind as to which paper thoroughly covered the field and I found that the Minneapolis *Tribune* claimed a larger circulation than the Minneapolis *Journal*. I asked the publisher of the *Journal* if he thought the *Tribune* printed more papers than the *Journal* and he very frankly admitted that he thought it did, but he felt sure the *Journal* reached more homes than the other paper in question. I then decided to make an independent investigation for the benefit of my clients and the result is as follows:

First: That the Minneapolis *Journal* reaches more homes in Minneapolis than the Minneapolis *Tribune*, in spite of the absolutely ridiculous claims made by the publisher of the latter paper.

Second: That the *Journal*, being a clean newspaper, free from questionable announcement, reaches thousands of homes among the middle and best classes that are not and cannot be reached by the penny vaudeville sheet, it being considered anything but a family circle paper.

Third: That the local merchants, always the safest guides for the general advertisers, spend the larger portion of their advertising appropriations in the *Journal*, and that many of them use the *Journal* exclusively.

Fourth: That the *Journal* carries nearly eight times more high grade advertising, such as real estate, etc., than is carried by the *Tribune*.

Fifth: That the *Journal* carries more lines of advertising of all kinds, except fifty medical advertisements, in six days per week with only six issues, than the *Tribune* carries in seven days with thirteen issues.

Sixth: That the *Journal* is used in almost every case by advertisers who use only one daily in each city—advertisers of preparations such as Vinol, Rexall, Blood Wine, Chase's Dyspepsia Cure, Kodol, Blood Balm, etc. These advertisers find the *Journal* all it is necessary to use.

Seventh: That the *Journal* is a high-grade, home, afternoon paper, being delivered at the homes when there is leisure and inclination for reading, sold at two cents a copy, with a circulation, mostly in the homes, of 57,000 daily. Practically every copy of the *Journal* counts. It reaches over ninety per cent of the purchasing classes in the city, while the *Tribune's* circulation is largely duplicated. This latter paper is a sort of a vaudeville sheet issuing at all hours of the day and sold on the streets

at a penny a copy. The publisher of the *Tribune* frankly admits that his paper is "served at all hours" (sounds like the announcement of a cheap restaurant). The truth in a nut-shell is just this: The *Tribune* is "served at all hours" to pile up circulation, but high sounding terms and figures do not fool shrewd advertisers. They know the facts. The publisher of the *Tribune* further admits that the bulk of the circulation of his paper is not in Minneapolis but in the State of Minnesota outside of this city, in the Dakotas and Wisconsin.

If, as PRINTERS' INK says, the *Tribune* covers Minneapolis, how is it that the *Journal* reaches more homes and carries more advertising than the *Tribune*, and how is it that the *Journal* reaches more business men than the *Tribune*? The only things in which the *Tribune* excels are the following:

First: In a circulation statement, which I do not believe the publisher himself understands.

Second: In number of editions, morning, noon, night and Sunday, or, as the publisher says, "served every hour."

Third: In the number of papers sold on the streets.

The Minneapolis *Journal* covers Minneapolis completely. The following is the remarkable result of a house to house canvass, that is now being conducted in Minneapolis, up to July 24th:

Out of 6,480 residences canvassed, the Minneapolis *Journal* has 5,235 subscribers; the *Evening Tribune*, 1,354, and the *Morning Tribune*, 800. Out of 84 apartment and flat buildings canvassed, the Minneapolis *Journal* has 1,263 subscribers; the *Evening Tribune*, 189, and the *Morning Tribune*, 180.

The *Journal* offers the advertiser a circulation, quantity and quality considered, far in excess of any paper in the Northwest. It is, beyond all question, "The Great Daily of the Great Northwest."

This letter is not written in a vindictive spirit, but simply to state the facts as I have found them. I know you are absolutely just and that you will investigate the Minneapolis situation thoroughly. I am confident that this will result in your substituting the Minneapolis *Journal* for the Minneapolis *Tribune* in your list of "Three Dozen Dailies." Very truly yours,

M. LEE STARKE,

Manager General Advertising the Minneapolis *Journal*, the Baltimore *News*, the Newark, N. J., *News*, the Indianapolis *News*, the Montreal *Star*, the Washington *Star*.

### THE FORCEFUL WINDOW SAVES TIME FOR THE CLERK.

'Tis through the window that you talk to the people. The newspapers do their part but the windows show the goods. It makes a genteel man seakish to look at another in exaggerated apparel. Your display window must be masculine, harmonious. There must be nothing in it stronger than the goods themselves and they must have the most simple treatment. The window must suggest. The customer should know about what he wants before he opens your door; the window must tell him.—*Booklet of Squires, Vandervoort & Co., Chicago.*

## IN CINCINNATI.

CINCINNATI, O., July 23, 1903.

Messrs. Geo. P. Rowell &amp; Co.:

The list of 3 dozen dailies as published in the last issue of **PRINTERS' INK** does a great injustice to the prospective client as well as the Cincinnati *Post*, for I presume that it is your intention to give the advertiser the largest circulation and best medium for the class of business mentioned. To begin with, the Cincinnati *Post* has issued a detailed sworn statement of its circulation for several months past and during March, April and May of this year the daily average of the Cincinnati *Post* was over 152,000 copies. The *Post's* detailed sworn circulation for the first six months of 1903 was 146,884, which is larger than the bona fide daily average of any other Cincinnati newspaper.

"The Cincinnati *Post* guarantees to every advertiser that its daily average bona fide circulation for the twelve months ended December 31, 1902, was 40,000 greater than that of any other daily newspaper published in the State of Ohio, the Cleveland *Press* alone excepted, or no charge will be made for advertising."

As a convincing argument why the Cincinnati *Post* should be selected instead of the paper named, the Cincinnati *Post* during the week of July 18th, published seven more columns of classified advertising (financial not included) than the other paper did during the same period. This would make the *Post's* lead for a month over 25 columns, and this in midsummer when this class of business is at its lowest ebb. Does not the volume of legitimate business that a paper carries demonstrate its true value as a paying medium?

The Cincinnati *Post* also carried more display advertising during June, 1903, than did its afternoon contemporary and more display advertising in 26 days than the Cincinnati morning papers did (including Sunday) in 30 days. This not only applies to the month of June, but for the volume of display advertising for the past six months, also for the year 1902, which shows that the Cincinnati *Post* carried more display advertising than any other Cincinnati daily.

Agencies and advertisers need not hesitate to include the Cincinnati *Post* in the list for any advertising campaign, for the Cincinnati *Post* pays advertisers at less cost than any other Cincinnati newspaper.

Yours very truly,

H. O. HAARMAYER,  
Advertising Manager.

## FIND OUT HOW IT'S DONE.

Go through the average 25 cent and 50 cent (per year) mail order publication and note the scores of small ads. Here and there you'll observe an ad that makes you unconsciously stop and peruse it. The catch line seems to speak, as it were, in a perfectly natural manner. You read it and before you know, you've waded completely through the entire announcement. Then, if the argument in the body of the ad is as attractive as the head line, a customer is secured.—*Ad Sense.*

—♦♦♦—  
New ideas bring new business.

## NOT A FAVORABLE IMPRESSION.

NEW YORK CITY, July 25, 1903.

Editor of **PRINTERS' INK**:

Three ads in the L car attracted my eye this morning and the impression was not favorable in any case. Perhaps you will agree with me in the following.

One of the principles of successful advertising, I believe, is that the goods advertised must possess the qualities advertised for them. The Lackawanna Road impresses the fact in its cards that "without jar or shock" its trains roll over "The Road of Anthracite." If you ever have travelled on the Lackawanna and attempted to write a letter, walk through the train or eat from the sliding dishes in the dining car, you will appreciate the disappointment of the person induced to ride by the clever "Phoebe Snow" rhymes. One notices the difference after changing from the Lackawanna to one of the smooth running trains on the lines between New York and Boston.

With a few words of explanation, the Hand Sapolio ads undoubtedly would attract more business. The word "Sapolio" conveys the idea of a harsh, sandy cake decidedly unattractive to the lover of dainty toilet soap. The question is asked, "Is Hand Sapolio gritty like the old cake?" It might be profitable for the owners of Hand Sapolio to have its appearance and composition explained in the advertising. When one reads, "Nature made a mistake in giving the horse brains" he stops immediately because his first impression is unfavorable. That is a decidedly offensive statement to the lover of animals, and especially to the New York public, which is race-horse mad. The automobile firm putting forth these notices might consider this point profitably. Very truly yours,

C. P. ELLIOT,  
Principal, Consolidated School of  
Newspaper Training.

## CHRISTIAN SCIENCE.

Office of the  
CHRISTIAN SCIENCE PUBLICATION COM-  
MITTEE FOR THE STATE OF NEW YORK.  
NEW YORK, July 23, 1903.Editor of **PRINTERS' INK**:

The Christian Science denomination has only four regular periodicals, all published in Boston by the Christian Science Publishing Society. They are the *Christian Science Journal*, *Christian Science Sentinel*, *The Christian Science Quarterly*, *Der Christian Science Herold* (German).

In this connection it may be well to point out that Christian Science is neither what is commonly called faith cure nor any particular kind of mind cure. It is based on spiritual understanding, not on blind belief; and, while it concedes all power to Mind, God or Spirit, it places no reliance at all upon the erring mortal mind, nor advocates human willpower in any of its forms.

Yours truly,  
W. D. McCRACKAN.

—♦♦♦—  
It's conviction behind simple words and familiar ideas that sends them home and makes them seem alive and new.—*Jed Scarborough.*



## THE SPECIAL AGENT.

HIS WORK, HIS VALUE TO A NEWS-PAPER—WHY PAPERS SHOULD EMPLOY ONE.

*By a Special Agent.*

If there is any business "under the sun" of which it may be said "there is nothing new," it surely is not the business of a special newspaper representative. The term itself may apply to any of a hundred different lines of commerce one might mention but it can never truly describe that particular form of dollar collecting of which the writer has the pleasure to be a disciple. The longer I remain a member of the well-fed, handsome looking, stylishly dressed, gentlemanly-appearing class known as special agents, the more convinced I become that our chosen profession, if you will allow the term, is the one exception to the above rule. The innumerable circumstances that come to mind as I write these words further confirm me in my contention. When I now think of the thousand and one "fakirs" born each year, each one having a "brand new and original" get rich scheme to market through the medium of newspaper publicity, my memory calls to life as many different methods of "beating" newspapers for the publicity necessary to exploit these thousand and one schemes.

The important-looking, capitalistic-appearing gentleman who wanted to give me stock in payment for the space needed, I now think an angel compared to the fellow who offered me a check on a Western bank, while the benevolent appearing party who offered me goods in exchange for space was childlike in his demands when compared to the prosperous looking chap who offered me a 1,000 inch contract providing I would give him an additional 500 inches free, he paying for the original 1,000 inches in a three and one-quarter carat diamond ring. "Which," said he, "you could easily pawn for twice the amount of your 1,000 inches anywhere," explaining at the same time "that his offer, while exceptional, was made because he rather liked me and thought that the dia-

mond on my finger or in my latest Budd necktie would be set off to better advantage than would it were he to make a deal with any one of the other boys who had been in that same morning." Quite swelled up by the compliment paid me about setting off so brilliant a stone I managed somehow to tear myself away from so sociable and withal so jovial and good natured a fellow, sans diamond and sans order. But these are only one or two of the many forms of "dead beats" that a special is brought in contact with. The several instances quoted refer more particularly to the people who place business direct for no other reason than that they cannot satisfy a single reputable general agency as to the soundness of their credit.

But our troubles (for we have troubles just like other mortals and in spite of our debonair appearance and cheery manner) are not alone confined to business placed direct. The mere fact that business comes through a general agent is no admission that our worries are over or that our trials are at an end.

How often, Oh! how often it is only the beginning of trials and worries more troublesome and annoying than any experience in dealing with firms placing business direct. The reputable agency favoring you with an order for 500 to 2,000 inches at the lowest rate in the paper when they only intend using a four inch space one time is almost on a par with the agency that offers you a contract for 3,000 to 5,000 inches providing you give them 15 or 20 per cent of the total contract in free space. This last proposition may seem nervy but it fades completely from memory's record when you think of the wise young man who kept you talking two hours about a 20 per cent raise in rates you were trying to make and at the conclusion of the interview calmly offered you your rate providing you would charge for but 75 per cent of the space used, which was another way of saying they would pay the old rate less a five per cent reduction. The means devised and the schemes planned to beat newspapers are not all concocted in the

offices of the advertiser placing his business direct. The methods of both parties are different, but their aims are the same, i. e., the beating down of rates. It reminds one strongly of the dialogue between two pickpockets, one of whom argued that it was not honorable to rob a man of his pocketbook while he was awake while the other "lift easy gent" maintained that it was a mean and despicable trick to rob him of it while he was asleep. But to come back to the real serious side of a special's work. I often think that as a class their services are underestimated. In speaking to publishers as to the necessity for having representation in New York and Chicago the writer is often impressed with the real ignorance that prevails in the minds of publishers as to what a special really is and what service one could really be to a publisher. You may sit down and talk to a publisher by the hour endeavoring to answer the above questions only to have him tell you "he is in touch (personal touch) with all the people liable to advertise in his section and as for any business he has not secured, why, he can obtain it by the use of a letter and two cent stamp. Why then should he pay you a commission on new business, and why under the sun should he pay you for securing renewals of old business that he has carried ever since the paper started and always will carry?" To this argument you can of course make no satisfactory reply. The man's head is swelled too big in local importance, and his vanity (far exceeding that attributed to any woman) stands between him and good business judgment. It is better for a special to leave that style of man alone. Some day some bright fellow will start an opposition paper and employ you as his foreign representative and then will come your time to answer him with deeds, not words. Then he will awaken, his bump of vanity decrease and like all other men of his class will become once again a normal man, but it will be too late. It is for the real live respectable newspaper owner that the writer wants to address his remarks. The special in the foreign field is becoming more and more

an important factor in the game of publicity. There are those who even go so far as to say that conditions point to a complete demise from the field, sooner or later, of what is now the general agent. The specials as a class have been slowly working their way along the line of least resistance, and the line in their case has been direct contact with the advertisers. The most successful specials in the Eastern field to-day are those who have made it a point to see their customers personally in the interests of every paper they represent. Their policy has been to convince the advertiser that in each city where they have a paper, theirs is the paper to use, irrespective of the opinion of general agents or advertisers. The general agents as a class are all right. No friction (except on two or three cases) exists between them and the specials. As a rule the agency clerks and solicitors are the boon companions of the specials. The trouble with the agency system is that it has not kept pace with the times. The conditions to-day are much different than when the agency first came into vogue. The solicitors, clerks and office men do not keep pace with the times. They do not travel, do not observe. They discount or throw away every piece of newspaper literature coming into their offices without ever giving the subject matter of same any consideration whatsoever. As a result their knowledge of newspapers and cities is based upon conditions that governed when they came into the business years ago. Another point—this country is altogether too large for any man to sit down and make up lists as to which are and which are not the best papers to use. The human mind trying to do it is handicapped in two ways, first, because it is incapable of remembering so much data except by personal contact and this it never secures, in at least 90 per cent of the country. Second, the same minds have failed to keep track of the march of progress made in every one of our 5,000 odd cities during the last quarter of a century, consequently they are no fit criterions to pass judgment on that about which they must under



cross examination admit they are totally ignorant.

A prospective advertiser visits or writes a large agency stating the nature of an article he has to market, what his desires are, naming the amount of money he is willing to gamble with in an endeavor to market the article in question.

The prospective advertiser or his letter is received in the agency office by a very suave talker and equally good letter writer who proceeds to map out a plan and pick out the States to be covered, naming the principal cities to be used; finally turning the rough sketch, outlined, over to a subordinate instructing him to pick out the first and second papers in each city of different political faith and fill in the balance with smaller towns, using the largest paper in each of the latter, concluding the instructions with the statement, "You know the papers to use."

This young man, whose history from the time of his leaving school is tied up in the records of this same office, with once every year a ten days' or two weeks' vacation to a small town in Sullivan County or down on Long Island, proceeds to fill in the paper and map out the remaining cities to be used. It is probable, and very much so, that this young man has never been in any one of the cities in which he is selecting papers. His knowledge is based upon information and belief conveyed to him by letter or conversation with the newspaper representatives, most of whose statements have been branded as lies by each one of the representatives of competing papers in the same town. All, in short are branded as liars and each admits no truth in what the others state. Result, the young man's mind is full of—nothing. He has heard a lot about each paper but believes not one statement about one. He must simply form his opinion from the manner of the best liar of the crowd, and also from what he has heard from others, and then friendship for some one connected with a paper in one of the towns enters largely into his judgment in determining the proper paper to use in order to spend another man's money. Or perhaps constant fig-

uring with the rate cards has shown him where his house can secure a low rate, enabling his firm to make money on every dollar handled, or maybe the commission may be 5 or 10 per cent better in one paper than in the other papers in the same city. The plan is finally approved and the business goes out. It appears in the papers and the other publishers in the same towns write to the advertiser and are in return referred to the agency. Then follows a long intercourse of letters which are carefully filed in the archives of the agency after the formal postal has been addressed to the publisher informing him in true Chesterfieldian style, "that the advertising is all placed, the appropriation exhausted and they very much regret they will be unable to favor him with an order much as it is their desire to do so, etc." This ends the story and the final curtain is rung down on the last act of another piece of comedy or heavy tragedy as you prefer to call it.

Now the paper with a special in the field would have fared quite differently. Sometime during the preparation of the estimate or placing of the business, word of it would have reached the special's ear, how or in what manner is beyond my power or that of any other man to say, but that information would in some way be secured by the special. He confers at once with the agent and for the 999th time impresses him with the importance of his paper. Should he fail to secure the order for his paper he immediately jumps on a train and interviews his customer direct. The success of his mission depends on the man. The right kind of a special will not leave until he has won his man over and secured an order on the agency or a promise from the customers to use his paper. It may require tact, perseverance and every other attribute that a newspaper man must have to secure this, but if he knows his business he will judge his man accurately within the first five minutes of the conversation and then work him for an order along the line of least resistance. He may even be ordered out, be criticised for daring to question the judgment

of the agent and so on, to all of which he must present a mild, easy going manner, as he dare not "knock" the agent's opinion or refer questionably to his judgment. He must take all reproof, accept every insult and allow his customer to talk himself out of his anger and then calmly and collectively proceed to argue his paper's case, always keeping in mind that his mission there is to secure an order big enough to pay his expense for the trip and this he succeeds in doing in nine cases out of ten.

In cases where a paper is not carrying the advertising of some old established business whose announcements are appearing in the columns of a contemporary of "inferior merits and less circulation" his battle is more "strenuous." In these cases he must proceed to fight against opinion and judgment based upon years of experience and so on. He fights his battle with the agency, and failing here as he invariably will, proceeds to interview his customer direct. Here he will in all likelihood fail upon his first visit, but being a man used to this kind of work he goes away content with whatever impression he has made, knowing full well that within a year or so he will either induce the advertiser to drop the other paper and substitute his or else add his paper to the list.

Another point of a special agent's work is the amount of new business he develops. It is a safe assertion to make that the specials in New York number to-day almost four times as many as the combined staff of solicitors in the employ of the general agencies in the East. It is also safe to assert that these specials individually travel more thoroughly than the agency solicitor can ever hope to do. This means that the special comes in personal contact with new advertisers to a greater extent than the agency men, first because they outnumber the agency solicitors four to one and second they spend twice the amount of time and money in travel. A special advises a new advertiser to use the best paper on his list in order that he may be sure of making the investment profitable, result, the advertiser feels encouraged to pro-

ceed and follow the special's advice, and adds additional papers at his suggestion, the special always working his hardest to make each of his papers pay. Finally the account reaches such a proportion as to occupy too much of the special's time and when this condition arises the special informs his customer of the facts and suggests turning the account over to some general agent. The customer follows the suggestion and asks the special to name a good agent. The special is therefore in a position to favor some general agent with a good account and thereby makes himself solid with that particular agency. The specials have always a half dozen or more such accounts going all the time and in this way are able to keep feeding the agencies with good accounts, all of which are favorably received and duly appreciated.

Within recent years the number of special agents who have deemed it necessary to form partnerships has been a sign of the wonderful progress being made in this particular line of work. Partnerships were brought about because of the gradually increasing amount of travel or personal visitation that is becoming more and more a feature of their work. Travel by a single special means being on the road, thus leaving the home office without an executive head. This was very awkward particularly when trips occupied two or three weeks. It was deemed necessary by the far seeing ones to form a partnership. This enables one man to travel constantly while it in nowise interferes with the proper attention to business at the home office, the remaining partner being always on hand to cover the ground. We have now had a good fair trial of the special agency system, and the question often put to me is what have been the results? I can answer the query in no better way than by repeating the statement a leading Western publisher made to me about a month ago. "The specials," said he, "maintain rates, drive out of the columns of the newspapers so represented a considerable percentage of objectionable, fake advertisers, they have kept their papers out of

all bad deals, the number of bad debts have decreased 80 per cent, the amount of business carried has increased far beyond what it would have had the paper been unrepresented, they have developed more new people than the agencies, and finally, but what I consider the best point of all, they have told the general agencies and advertisers more about their mediums and the cities in which they are published than they ever knew before. As a factor in the campaign of education they have been the most important cog. As a class they are a well educated, gentlemanly appearing, thoroughly travelled and widely read set of fellows, men who are undoubtedly going to be the principal factors in the advertising game within the next quarter of a century. I personally have never regretted having appointed a special and no argument could convince me now that I should drop the man I have."

### NOTES.

"The dealer never offers a substitute for your benefit" is a pithy sentence from a Cremo Cigar ad.

A SMALL folder of a general nature comes from Harry E. Royse, advertising agent, 20 West Maryland street, Indianapolis, Ind.

THE many uses to which a compact steel rack may be put in offices, homes, clubs, shops, hotels and so forth are convincingly set forth in a neat illustrated booklet from the Johnson Foundry & Machine Works, Battle Creek, Mich.

AFTER a career of three months, during which it vigorously opposes general agencies that control publications for the purpose of selling space to clients, the *Advertiser's Magazine*, Chicago, has been absorbed by *Profitable Advertising*. Miss Griswold is rapidly growing into a trust.

"How to be Beautiful and Remain So" is a clever combination of catalogue and beauty book from the toilet requisite department of Simpson-Crawford Company, New York. Thoroughly modern in its information, arrangement and typographical dress, it is a brochure that will not be neglected by any daughter of Eve who may receive a copy.

PRINTERS' INK is a wonderful little journal. Every druggist should take it and study its pages. Any druggist that will subscribe for it one year and agree to read it carefully and at the end of that time if he does not say he has had his money's worth, the writer will present him with a five dollar bill, that's what we think of PRINTERS' INK.—*Organization, A Journal for Druggists.*

FROM the *Journal*, Peoria, Ill., comes a mailing card in which the value of that paper in covering its territory is shown by means of a diagram. A series of such cards ought to bring excellent results.

"THE Evolution of Modes and Fabrics" is a neat booklet explaining the editorial scope of this monthly and quoting advertising rates. It is published by the A. P. Gardiner Publishing Co., New York.

THE advantages of a summer home on the sandy slopes of the Pacific Ocean are attractively presented in a pithy little brochure, plentifully illustrated, from the Highland Beach Co., 222 Trust Building, Los Angeles, Cal.

"WHERE to Live in the Great Southwest" is a terse, honest booklet about farm lands from Henry Sayles, Jr., real estate broker, Abilene, Texas. Mr. Sayles has hit upon the happy method of mailing his literature in a strong parchment envelope that may be used by the recipient for carrying valuable papers.

"How and Where to Sell Manuscripts" is a book of sixty pages published by the United Press Syndicate, Indianapolis, Ind. Besides sensible suggestions regarding the preparation of matter to be submitted for publication, it lists 900 periodicals in the United States that are known to buy stories, essays, news articles, trade journal articles, verse and so forth.

THE next big store to go up in the Herald Square district is a new building for Browning, King & Co., which will be situated on Broadway between Thirty-second and Thirty-third streets, next to the Union Dime Savings Bank. It will be eight stories high, fireproof and contain about 160,000 square feet of floor space all told, with 110 feet of window space on Broadway and Sixth avenue. The firm will occupy the ground floor, basement and first two stories, and the balance will be let as offices. Possession will be taken about October 15.

### PRINTER'S EXPRESSION ILLUSTRATED.



BLACK FACED TYPE.

The common sense ad requires but little sense on the reader's part to grasp its full import.

If you leave questions in your advertisements unanswered, the chances are the reader will fill them in to your disadvantage.—*Jed Scarboro.*

### Classified Advertisements.

Advertisements under this head two lines or more without delay, 10 cents a line. Must be handed in one week in advance.

#### WANTS.

**WANTED**—Chance as advertiser by young man well prepared. "AD-MAN," Box 83, Syracuse, N. Y.

**ABLE** ad-manager, writer, planner, will make change if desirable and permanent position offers. GIZEVI, Milwaukee, Wis.

**WANTED**—Situation as business or advertising manager by man of experience. Address "H. S. C.," care Printers' Ink.

**WANTED**—Routing machines, saw table and jig saw, new or second-hand, cheap for cash. LEADER PUB. CO., Marietta, O.

**MORE** than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**WANTED**—A live art advertising solicitor, with plenty of gray matter and, if possible, a clientage. Address "B.," care Printers' Ink.

**WANTED**—An experienced circulator for a daily of over 9,000 circulation in a town of over 35,000. Address Box 418, care Printers' Ink.

**ADVERTISING SOLICITORS** wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

**CIRCULATION** expert supplies successful, profitable plans for securing circulation. Rates remarkably reasonable in proportion to results obtained. Correspondence invited. "CIRCULATION EXPERT," care Printers' Ink.

**ADVERTISING SOLICITORS** wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G.," Box 25, Melrose, Mass.

**BRIGHT** solicitor wanted in every town to act as representative for large company and to introduce quickest and biggest money making scheme ever heard of. \$100 weekly easy for a hustler. Send \$1 for particulars and as guarantee of good faith. Money back if not as represented. Write to-day and be first in the field. "G.," P. O. Box 25, Dept. 8, Melrose, Mass.

**AN OPPORTUNITY IS OPEN.** The difficulty is to find it. Do you know where it is? We do. We need competent high-grade men to fill positions that we have open for managers, advertising men, superintendents, etc. Technical, executive and clerical men of all kinds. If you are interested write for plan and booklet. HAFGOODS (INC.), 309 Broadway, New York; Monadnock Bldg., Chicago; Pennsylvania Bldg., Philadelphia.

**PUBLISHERS, ATTENTION!** Circulation manager, now employed, desires to make a change. Is fully experienced in taking charge of circulation on new papers, laying out carrier routes, schemes of distribution by trolley, expert mailing clerk, etc., and getting effective results from solicitors. Has used the latest methods and schemes with success. Refers to present and past employers. PORTER R. PORTERFIELD, Hotel Albert, Denver, Col.

**ADVERTISEMENT WRITERS**, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,  
Suite 608 B, Lippincott Bldg.,  
Philadelphia.

### WORLD'S FAIR AT ST. LOUIS OPENS APRIL 30th, 1904.

Wanted everybody to buy World's Fair Envelopes, printed in colors and plain, illustrating the magnificent buildings. Just the thing for personal correspondence or to advertise your business. Cost little more than plain. Samples 10 varieties, 10c. postpaid. None free. World's Fair Post Cards, 10c. per set. HUMMEL ENVELOPE CO., 407 De Soto Bldg., St. Louis, Mo.

### A RARE CHANCE FOR YOUNG MEN.

We need several vigorous young men to grow into good positions as writers, executive men and solicitors in an advertising agency. Some newspaper training is desirable, but not essential. The main qualifications are honesty and ability to accomplish things. If you think you're fit, write or call immediately. BEN B. HAMPTON CO., 7 W. 2nd St., New York.

### ARE YOU SATISFIED

A with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

#### HAFGOODS (INC.).

Suite 509-309 Broadway, New York.  
Suite 815, Pennsylvania Bldg., Chicago.  
Suite 529, Monadnock Bldg., Chicago.  
Suite 1305, Williamson Bldg., Cleveland.

**SUCCESSFUL** advertising campaigns mapped out, advertisements and catalogues written, striking designs, photo-engravings, printing, lithographing, 20 years' successful experience, my work receiving flattering notices in printing and advertising journals and my employers amazing fortunes. My advice and suggestions regarding publications or advertising will save and make you money. Now permanently employed, but have time for additional work. "SUCCESSFUL PUBLICITY," care Printers' Ink.

### LITHOGRAPHY AND TYPOGRAPHY.

**SOMETHING** useful, with your name on. See ad under "Premiums." BACKES.

#### COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

#### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

#### CARBON PAPER.

**WILL** exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

#### HOTELS.

**THE LITTLE HOTEL WILMOT** in Penn Square, Philadelphia, wants the disciples of PRINTERS' INK to see how they do things. THE RYERSON W. JENNINGS CO.

#### CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beekman St., New York City.

### LITHOGRAPHY AND TYPOGRAPHY.

**CERTIFICATES**, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. ALBERT B. KING & CO., 105 William St., N. Y.

#### SUPPLIES.

**SOMETHING** catchy, with your name on. See ad under "Premiums." BACKES.

**W. D. WILSON PRINTING INK CO., Limited**, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000. 283 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.** Wood Engravers, 10 Spruce St., New York. Service good and prompt.

NEW BOOKS.

**SCRAPS**, nancy little book, 12c. postpaid. **MONITOR PUB. CO.**, 212 E. Fifth St., Cincinnati, O.

ADDRESSES.

**5,000** PRIME N. Y. and N. E. addresses, taken July, '03; \$1 M. **CRANDALL CO.**, Standard-of-Merit Addresses, 222 5th Ave., N. Y.

FAC-SIMILE LETTERS.

**FAC-SIMILE** typewritten letters, with names inserted. Perfect match guaranteed. **THE PHILIP WEISS COMPANY (Inc.)**, 160 William St., New York.

STOCK CUTS.

**HAVE** a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 61 Ann St., New York.

ELECTROTYPING.

**WE** make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

MISCELLANEOUS.

**AS** much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising. \$5. **LEONARD MFG. CO.**, 40 Market St., Grand Rapids, Mich. Circular free.

NEWSPAPER METALS.

**A GREAT COMBINATION**—That of the materials used in Blatchford linotype, stereotype, monotype and electrotype metals. The materials might be right and the resulting metal wrong. In Blatchford metals you are sure of the best materials and the best combination. **F. W. BLATCHFORD & CO.**, 54-70 No. Clinton St., Chicago.

HALF-TONES.

**NEWSPAPER FOR SALE**—Leading weekly in rapidly growing Eastern town of 3,000. Good plant. Profits about \$2,000. Terms, \$1,500 down, balance \$150 and interest quarterly till paid. "M. 486," Care Printers' Ink.

**NEWSPAPER HALF-TONES.** N 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PRINTERS.

**BOOKLETS** by the million. Write for booklet. **STEWART PRESS**, Chicago.

**CATALOGUES** printed in large quantities. Write **STEWART PRESS**, Chicago.

**PRINTERS.** Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

DECORATED TIN BOXES.

**THE** appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

**AMERICAN STOFFER COMPANY.**

Brooklyn, New York.  
The largest makes of Tin Boxes outside of the Trust.

PREMIUMS.

**PAPERS**—Send for new thing to advertise over **U. S. R. D. COULTER**, Pittsburg.

**PUBLISHERS** who want a good premium free write **L. B. BAKER**, 17 Quincy St., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. **S. F. MYERS CO.**, 40 W. 45-52 Maiden Lane, N. Y.

**CALLITYPES** (print ready etchings ahead of type composition) for envelopes and note-heads, with 3-line name and address in neat borderette. Answers also same purpose as rubber stamp, but finer effect. Useful, handsome novelty for present or prospective patrons, agents or subscribers, 12c. to 18c. each. Send 15c. stamps, for your own callitype and terms to enterprising printers, stationers and mail-order men. **J. BACKES**, 78 Bible House, New York.

ADVERTISING NOVELTIES.

**SOMETHING** novel, with your name on. See ad under "Premiums." **BACKES**.

**A BRIGHT**, finely-cut steel nail file in leather case. Sample 2c.; 1,000 \$30; ad on. **J. C. KENTON**, Oswego, N. Y.

**PAPEROID** Pocket Wallets, 4x7, 1,000 for \$10, including ad "Wear like leather." **FINK & SON**, 5th above Chestnut, Philadelphia.

**BEST** and latest advertising novelties. Articles of real merit and utility. Write for samples and particulars to **G. F. COATES CO.**, Uncasville, Conn.

**ADVERTISING NOVELTIES** which in reality are advertising necessities. High-grade goods only. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**"GOOD-LUCK"** It's a bank and a charm for dimes. Get one and you quickly save dollars. One sent prepaid for 15c., two for 25c. Write for sample and gross price. **E. FOSTER**, 92 Trumbull Ave., Detroit, Mich.

BOOKS.

**100** GOOD ads for a grocery store \$1.00. **BAIT PUB. CO.**, Toronto, Can.

**PRINTER'S HELPS AND HINTS**, 25c. Circular free. **KING**, Printer, Beverly, Mass.

**"THEORY and Practice of Advertising,"** first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. **GEORGE W. WAGENSELLER**, A. M., Author, Dept. P. L., Middleburg, Pa.

**LOOSE-LEAF PRICE BOOK.** Practical, compact, serviceable. Ruled and indexed. Leaves easily removed or added. Sent on approval. Agents wanted. **ALBERT B. KING & CO.**, 166 William St., N. Y.

**"MY ADVERTISING PARTNER,"** a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. **H. C. ROWLAND**, Pub. Columbus, O.

**"HOW and Where to Sell Manuscripts,"** Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 50 cents; bound in leatherette, \$1. **UNITED PRESS SYNDICATE**, Indianapolis, Ind.





ADVERTISERS should remember that people know the difference between a tin pan promised and given and a whole set of dishes promised and not given.—*White's Sayings.*

### Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

### CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

## Experience for Sale

Position wanted as manager or assistant manager by man, age thirty, who is thoroughly versed in management of weekly and monthly publications, soliciting or inside work. West preferred. Address "WEST," care Printers' Ink.

## THE PHILADELPHIA SONNTAGS-JOURNAL

ranks amongst the prominent German Sunday papers of the U. S. It is ably conducted, beautifully illustrated, and, above all, progressive in every respect. An excellent advertising medium. Office: 148 N. 5th St., Philadelphia, Pa.

## New York Dramatic Mirror

191 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in *The Mirror*. Rates and sample copies on request.

TO

## The State, Columbia, S. C.

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other daily published

IN THE TWO CAROLINAS

TO THE

## HARTFORD TIMES

The American Newspaper Directory for 1903 accords the largest

DAILY CIRCULATION IN CONNECTICUT

TO THE

## Evening Capital News

Published daily, at Boise, Idaho, the American Newspaper Directory for 1903 accords the largest circulation in Idaho.



ADVERTISING OUTS for 40 leading mercantile lines. 15,000 in stock; nearly half a million sold. State your line and send for selected proofs. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

Ripans Tabules are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Every illness arising from a disordered stomach is relieved or cured by their use. As nearly every illness originates from the stomach it may be asserted there is no condition of ill health that will not be benefited by the occasional use of a Ripans Tabule. One will generally give relief within twenty minutes. Physicians know them and speak highly of them. The five cent package is enough for an ordinary occasion. The Family Bottle, 60 cents, contains a household supply for a year. All druggists sell them.

## Our Nickeled Steel Letter Openers

at \$100 per 1,000 are the best ever produced. Samples sent to reputable business houses only.

THE HAMILTON-GAIL CO. (Inc.)

Makers of Calendars, Leather & Card Specialties of Every Description

906 FILBERT STREET, PHILADELPHIA

CORRESPONDENCE SOLICITED.

To get acquainted with nice people in good homes the service of a trusted friend to introduce you is most valuable. That's what these papers can do for you—introduce you to a lot of people in over 30,000 religious homes of different denominations. They have the entry into these homes as the favorite and only religious home weeklies of their several denominations in this rich locality

8 BUSINESS BRINGERS

PUT THEM ON YOUR LIST.

Age, Years.

PHILADELPHIA.

- |    |                          |
|----|--------------------------|
| 44 | The Sunday-School Times  |
| 72 | The Presbyterian         |
| 76 | The Lutheran Observer    |
| 55 | The Christian Standard   |
| 22 | Baptist Commonwealth     |
| 82 | The Episcopal Recorder   |
| 59 | The Christian Instructor |
| 46 | The Lutheran             |

We Shall Be Pleased To Hear From You.

THE RELIGIOUS PRESS ASSOCIATION,  
901-902 Witherspoon Bldg., Philad'a.



*At last  
the Central West  
has an established  
high-grade magazine!*

## The World To-Day

(A name typical of its character.)

An Illustrated Magazine of Information.

*Two years old.* A substantial circulation, with 95 per cent of it west of the Alleghenies.

Subscription price, 25 cents per copy; \$3.00 per year.

An equitable advertising rate.

PUBLICATION OFFICES

67 Wabash Ave., Chicago

W. J. THOMPSON

156 Fifth Avenue, New York City  
Eastern Representative.

On request sample copy will be gladly sent.

## In a Class By Itself.

That's the position occupied

BY

## The German Daily Gazette

At least *50,000 Germans* read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia

German Gazette,

924 Arch Street.

## MILLIONS!!

of dollars' worth

of American goods are sold direct to merchants in **BRITISH COLUMBIA**. Do you want a share of this trade?

## The Colonist

Established in 1858.

VICTORIA, B. C.

*"Covers the entire province."*

SUBSCRIPTION RATES:

Daily (including Sunday),  
\$6.00 per year.

Semi-Weekly, \$1.00 per year.

The Colonist Printing and  
Publishing Co., Ltd.

VICTORIA, B. C.

## **OUR EXCLUSIVE FIELD,**

## **Southeastern Pennsylvania**

**100,000 INHABITANTS,**

in one of the richest and most prosperous sections of the Keystone State.

1,000 Industrial Establishments employing 20,000 employees, whose aggregate wages exceed \$9,000,000 in a single year.

## **THE Chester Times,**

has more than twice the circulation of any other Chester daily and covers this field thoroughly. Write for rates and other information.

## **CHESTER TIMES,**

WALLACE & SPROUL, . . . Pubs.  
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,  
New York Representative.

The Most Popular Jewish Daily.

## DAILY JEWISH HERALD

Established 1887.

### Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

### The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

## WHEN

a strong Republican two-cent evening paper like

## The Jersey City Evening Journal

has far the largest circulation in a Democratic stronghold that means something that shrewd advertisers appreciate.

### DAILY AVERAGE CIRCULATION :

1899—14,486. 1900—15,106.  
1901—15,891. 1902—17,532.

**1903—18,460**

**A HOME, Not a Street  
Circulation.**

# THE CHICAGO Daily Drovers' Journal

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West, who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of THE DROVERS' JOURNAL. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, THE DROVERS' JOURNAL is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

**THE DROVERS' JOURNAL,**

Union Stock Yards,

Chicago, Ill.

## LARGEST CIRCULATIONS.

*An examination of Rowell's American Newspaper Directory for 1903 reveals the facts stated below.*

### CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco, or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco, or in the State of California.

### CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

The *Morning Record and Republican* has a higher circulation rating by more than one thousand copies daily than is accorded to any other paper in Meriden.

### DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

### GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

### ILLINOIS.

The weekly *Citizen* has a higher circulation rating than is accorded to any other paper in Cairo.

The *News* has a higher circulation rating than is accorded to any other daily in Champaign.

### MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

The *Times and Cape Ann Advertiser* has the highest circulation rating accorded to any paper in Gloucester.

### MISSISSIPPI.

The *McComb Enterprise* has a higher circulation rating than is accorded to any other paper in Pike County.

### NEW JERSEY.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Jersey City.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Orange.

### NEW YORK.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *Delineator* has a higher circulation rating than is accorded to any other publication issued in New York City or in the State of New York.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

### NORTH CAROLINA.

The *Cleveland Star* has a higher circulation rating than is accorded to any other paper in Shelby.

### OKLAHOMA.

The *Weekly Publicist* has a higher circulation rating than is accorded to any other paper in Chandler.

### PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

The *News-Messenger* has a higher circulation rating than is accorded to any other paper in Homestead.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Connellsville.

### TENNESSEE.

The *Mountaineer* has a higher circulation rating than is accorded to any other paper in Cookeville.

### VIRGINIA.

The *Evening Star* has a higher circulation rating than is accorded to any other paper in Winchester.

### WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

HE GOT ONE.



SOLICITOR: I WOULD LIKE TO HAVE YOU  
USE OUR WANT COLUMNS, SIR.  
HEN-PECK'T: YOUNG MAN I ADVERTISED  
FOR A WIFE IN THOSE COLUMNS.

# Maine to Colorado

## VIA TEXAS

I had some of your copying ink several years ago and it worked finely. Have tried others since with poor results, and have had to hold up the last job until I get yours again.—*Record Printing Company, Bangor, Me.*

Your violets are par excellence, and the same may be said of your other colors.—*Independent, Ashland, Ky.*

Duplicate our order for news ink. It is certainly hot stuff. The best ink I ever used.—*Standard, San Angelo, Texas.*

We use only your inks and do a heap of advertising for your goods. We have never used better inks than those you sell. You may refer to us at any time for a good word about your inks, as we are using no other.—*Reporter, Loveland, Col.*

Every morning's mail brings testimonials about my inks. New customers are daily being added to my list, and a large number of them come to me through recommendations from friends who have used my goods.

When a purchaser complains that my inks are not entirely satisfactory I don't rise in my wrath and tell him he doesn't know his business. I simply request the return of the goods and refund his money, along with the cost of transportation.

My new book seems to be a great help to the foreman of the press-room, as it gives valuable suggestions for relieving the numerous troubles which are unavoidable in a busy shop. It can be had for the asking. Compare my prices with what you are now paying, and if the difference is in my favor try me on a small order.

ADDRESS

**PRINTERS INK JONSON**

17 Spruce St. - - - New York

# Three Dozen Dailies.

[Whoever thinks he can improve this list without increasing the number of papers is requested to write a letter about it to the editor of PRINTERS' INK.]

NEW YORK HERALD—(Morning and Sunday)  
 TIMES—(Morning and Sunday)  
 WORLD—(Morning, Evening and Sunday)  
 BROOKLYN EAGLE—(Evening and Sunday)  
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)  
 BUFFALO NEWS—(Evening and Sunday)  
 NEWARK NEWS—(Evening and Sunday)  
 PHILADELPHIA RECORD—(Morning and Sunday)  
 BULLETIN—(Evening)  
 HARTFORD TIMES—(Evening)  
 BOSTON GLOBE—(Morning, Evening and Sunday)  
 TRANSCRIPT—(Evening)  
 BALTIMORE NEWS—(Evening)  
 WASHINGTON STAR—(Evening)  
 ATLANTA JOURNAL—(Evening and Sunday)  
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)  
 NASHVILLE BANNER—(Evening)  
 CINCINNATI TIMES-STAR—(Evening)  
 CLEVELAND PRESS—(Evening)  
 PITTSBURG PRESS—(Evening and Sunday)  
 DETROIT NEWS—(Evening)  
 TRIBUNE—(Morning except Sunday)  
 CHICAGO NEWS—(Evening)  
 RECORD-HERALD—(Morning and Sunday)  
 TRIBUNE—(Morning and Sunday)  
 ST. PAUL DISPATCH—(Evening)  
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)  
 PORTLAND OREGONIAN—(Morning and Sunday)  
 SEATTLE TIMES—(Evening and Sunday)  
 SAN FRANCISCO EXAMINER—(Morning and Sunday)  
 CALL—(Morning and Sunday)  
 LOS ANGELES TIMES—(Morning and Sunday)  
 KANSAS CITY STAR—(Evening and Sunday morning)  
 INDIANAPOLIS NEWS—(Evening)  
 ST. LOUIS GLOBE-DEMOCRAT—(Morning and Sunday)  
 LOUISVILLE COURIER-JOURNAL—(Morning and Sunday)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap; still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.  
 OFFICES, No. 10 SPRUCE ST., NEW YORK.